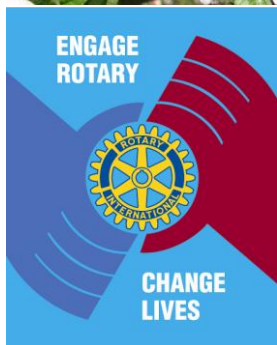


The Appleknocker *Sebastopol Rotary Club's Weekly Bulletin* **Tom Harlan – Palm Drive Hospital**



Date: November 22, 2013
Volume: 2013/14—Issue E12-20
Scribe: Rollie Atkinson
Photography: Larry Ford
Co-Editors: Tom Boag / Jack Dunlap ☒: The Dilleys
Club President 2013/2014: Bob Rogers



"All the News that Fits We Print"

Before the Bell



Fifty years ago, on Nov. 22, 1963, the Rotary Club of Sebastopol met in downtown Sebastopol at the Sebastopol Chamber of Commerce offices at the corner of Sebastopol and Petaluma avenues, across the street from **Hal Pellini's** Chevrolet dealership.

President Walt Tischer, an apple farmer and fruit processor, chaired the weekly meeting as club president. As the men left the meeting that day, they were met with the world-shaking news that President Kennedy had been shot and killed during the same hour as their meeting.

In this year of the club, now 88 years old, current **Club President Bob Rogers** asked members to recall where they had been on the same fateful day, 50 years ago. Many members of today's club were not yet born and most other members were still attending grade school, with a few completing their high school education.

President Kennedy was an honorary Rotarian and sent a letter to the 1962 Rotary International Convention in Los Angeles congratulating the Rotarians for "the progress you have made towards increased international understanding." (There were just 11,000 clubs back then, but the convention was attended by 22,000 Rotarians.) Later that same year Kennedy was presented with the Rotary book "*Seven Paths to Peace*." (The *Seven Paths* were Patriotism, Conciliation, Freedom, Progress, Justice, Sacrifice, and Loyalty. (The book is available on-line for reading.) [See www.rotaryfirst100.org/library/sevenpaths/index.htm -Ed.]



At the Bell



At last week's meeting, **Mike Ferguson** (yes, **THAT Mike Ferguson**) led the *Pledge of Allegiance* and **Karen Daniels** led the singing of *America, the Beautiful*."

Katy Spyрка offered something of a weather report as the thought for the day, saying "when you are ever confronted with a hard blowing

wind from an unexpected direction; it is time to adjust your sails." Technically, she advised her fellow club members to "cuddle their jibs." (That is not what it sounds like.)



Future Programs

November 29

Dark – No Meeting

December 6 – TBA

December 13

Speaker: Ryan Power
Program: Small Scale Farming

December 20

Speaker: Chris Smith and others
Program: Help from Holland: a WW2 Story

December 27

Dark – No Meeting

January 3, 2014 - TBA

January 10, 2014

Speaker: Larry McLaughlin
Program: City of Sebastopol Update

January 17, 2014

Speaker: Bob Rogers
Program: TBD – Club Visioning

January 24, 2014

Speaker: Andy DelMonte
Program: Analogy Choir

January 31, 2014

Speaker: Connie Ayers
Program: John Muir Trail Journey

February 7

Program: Crab Feed Setup No Program

Future Events

**Rotary Christmas Party
At The Mayhew's Home**

Friday, December 6

Pot Luck – Bring hor's doeuvres, finger food
Club will provide wine, cheese, crackers, wine
Have you RSVP'd??? Email Larry Ford

Saturday February 8 – CRAB FEED

Handy Links

[Pinot for Polio Form](#)

[Scribes and Photogs](#)

[Sebastopol Rotary Website](#)

Miscellany

Next Board Meeting

Date/Time: **Tuesday, Dec. 17th, 5:30 p.m.**

Location: **President Bob's Home** (Address in C/R)

MAKEUP NOTIFICATIONS – jbblasco@comcast.net

On-line Make-Ups: www.RotaryEClubOne.org

INTERACT MAKE-UPS – HAVE YOU TRIED IT?

Analogy High: 12:40 Most Wednesdays In Choir Room

(Check with Bob Hirsch, Jack Dunlap, Ted Baggett)

Brook Haven: 12:10 First & Third Thursday, Room 18

(Check with Pauline Pellini, Mike Carey)

Hillcrest: 3:30 Every First Thursday, (Chk @ Office)

(Check with Troy McAdams, Bill Cole, Tony Given)

Orchard View: Different meeting times

(Check with Mike Carey)

Twin Hills: Every Other Tuesday 12:45pm - 1:20pm

(Check with Dan Rasmus)

For all Interact Mtgs.: CALL AHEAD TO CONFIRM MEETINGS

!!! CHECK IN AT SCHOOL FRONT OFFICE FIRST !!!

Visiting Rotarians and Guests

Secretary Jack Blasco

introduced visiting Rotarians **Dale Ann Knight** of Rohnert

Park-Cotati (Past District 5130

Foundation Chair, 2012-13)

and dentist **Dan Bornstein**, of

Santa Rosa. **Troy McAdams**

introduced four **Hillcrest**

Middle School Rotary Interact

members, Michael and Joe

McAdams and Cathy and Josh Phillips.

Troy momentarily forgot

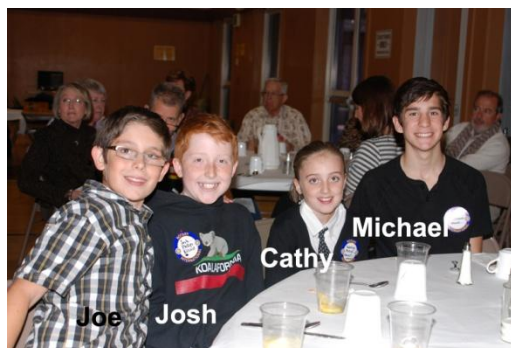
one of the names of his guests, which should not be

faulted...except it

was his son.



Dale Ann Knight



Two electricians were in attendance

as guests, **Scott Spyrka**, Katy's

husband and **Bob Cary's** friend **Eric**

McDonell.



Eric



Ron

Robin Maybury introduced his

friend **Ron Cammock** and **Jerry**

Warren introduced local school

superintendent **Linda Irving**.

Announcements

MOMENT OF SILENCE

A moment of silence was held in the memory of **Ken Silveira's** mother who passed away earlier in the same day. **Ken's** mom had been in failing health for the last several months.



HOLIDAY PARTY

Co-chair Larry Ford reminded the club about the Annual Holiday Party will be held **Friday, Dec. 6** at the **Mayhew's residence near Graton** [Address in ClubRunner –Ed.]. Members were asked to RSVP to **Larry Ford** or **J.T. Martin** for a head count and everyone WAS reminded to bring a dish (with food) to share that evening. Wine and cheeses will be provided. A pre-decoration session will be held Thursday, Dec. 5 and **Kathie Mayhew** asked for a few helpers. **Green Badger Harry Simms** will be doing the cleanup because he has yet to attend a club board meeting to convert his **GREEN ROOKIE STATUS** to a **RIPENED RED BADGE**.



WATER PROJECT – With Laguna Foundation

Tom Lambert announced that the club will be building a classroom at the Laguna de Santa Rosa Foundation's Stone Farm & Education Center next spring as part of the District 5130 efforts for all clubs to do a "water project" during Governor Helaine Campbell's year. **Lambert** asked for volunteers on Wednesday, Nov. 27 to do some digging at the future classroom site, located on Sanford Lane, just off Occidental Road. **Tom** asked for a call from volunteers. Tools will be provided.

There will be a Mr. Music Foundation Benefit on Dec. 6 at the Sebastopol Community Center and members were asked to donate any old musical instruments they might have. Let **J.T. Martin** know if you have any.



SEBASTOPOL ROTARY EDUCATION FOUNDATION REPORT



SREF board member **David Schreibman** gave the club an annual report on the education foundation, founded in 1982 and first-funded in 1991 with \$4,000 in collected donations from club members. Today, thanks in large part to a generous donation in 1994 (by former club member Don Hallberg and his wife Marcia) of \$275,000; the SREF fund now totals \$837,000.

Endowment - "en'doumānt"

- A financial endowment is a proper transfer of money and/or property donated to an institution. An endowment may come with stipulations regarding its usage. In some circumstances an endowment may be required to be spent in a certain way, with the principal to remain intact in perpetuity or for a defined time period.
- **This allows for the donation to have an impact over a longer period of time than if it were spent all at once.**

A Timeline

1991

- SREF Granted 501(c)3 status → Contributions are tax deductible

- **Opened with \$5000**

1994

- In 90 minutes, "Jimmy's Kids" fundraiser nets \$40,000 in cash and pledges over next 3 years

2001

- \$275,000 endowment received from Hallbergs

For the past 20 years, the SREF has supported local educational projects from the interest and dividends earned from the fund.

Club activities from the annual Super Bowl contest board and individual donations have continued to grow the "corpus" of the fund, which is led by 12 board members, all also members of the Rotary Club.

Last year, SREF supported various club educational programs with \$32,000, of the total of \$67,000 awarded by the club for all educational programs.

How much do we have today?

Over \$837,000!



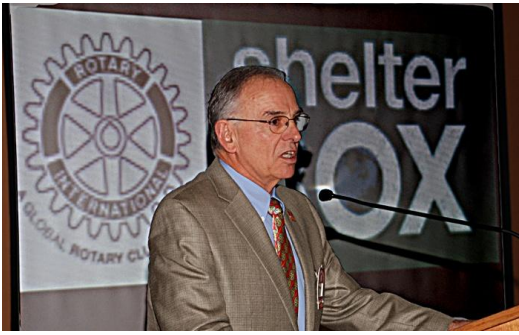
Moving forward into a new era of "cooperation and mutual support", **Schreibman** announced that the current SREF board has voted to give four percent of the funds each year to the club's educational program efforts. This agreement will continue for the next four years. **Schreibman** challenged all club members to "think of new projects" and new "educational projects" for potential funding.

What have we done for you lately (last year)?

- Over \$31,000 to fund Maker Project at Analy
- Scholarship Program for Analy Maker students
- Teacher Of The Year Awards



SHELTER BOX



President Bob interrupted some great conversations at several tables with a short video on the Shelter Box program that is now en route to provide shelter and aid for the Philippines typhoon victims where 5,000 people have died and 10 million people remain homeless or displaced. Shelter Boxes are condensed shipping boxes that include shelter, medical supplies, survival tools, and food for a family or group of 10 people.

President Bob announced that the board had authorized \$1,000 for the purchase and shipment of one Shelter Box, a Rotary International program created by a club in Cornwall, England.



Troy McAdams then announced that the Hillcrest Interact Club was donating \$300 toward a shelter box and that he and fellow Interact mentors, **Tony Given** and **Bill Cole**, were matching that amount. **McAdams** asked to pass a hat among club members for further support of the project and by meeting's end the magical black hat was overflowing with \$4,293, enough to provide shelter for 50 typhoon victims. The total for the Shelter Box fund was augmented by \$25 from the weekly raffle fund, as directed by fiat from **President Bob**. This move, akin to the Democrats curtailing the filibuster rule in the U.S Senate, was met with a mild shower of boos from some members. Reminded they would not have to sit through the mysterious and wrenching spectacle of grown people pulling vegetables out of bags on their laps, the hissing quickly subsided. (The next raffle will not be held until Dec. 6 – as the club is officially “dark” on Friday, Nov. 29.

🍎 **Recognition – None** 🍎

🍎 **The Raffle [AKA Rotarian Powered Slot Machine] – None – See Above** 🍎

🍎 **The Program -- Palm Drive Hospital CEO, Tom Harlan** 🍎



Dave Madsen introduced Palm Drive Hospital CEO Tom Harlan, a veteran health care executive, who spoke about the hospital as Sebastopol's and the West County's “Community Treasure.”

Owned by the community and tax-supported since 2002, Palm Drive Hospital was founded in 1941 and today is a 37-bed acute care institution with 240 employees and an annual budget of \$34 million.



Palm Drive Hospital History - 2

- 2002 – Became District Hospital with parcel tax support
- 2007 – Bankruptcy
- 2010 – Exited bankruptcy
- 2012 – Marin General Hospital affiliation - also encompassing Sonoma Valley Hospital
- 2012 – Electronic Health Records (EHR) implementation

Palm Drive Highlights

- 37-bed Acute Care Hospital
 - 32-bed medical-surgical telemetry unit
 - 5-bed intensive care unit
- Excellent Quality and Patient Experience Scores
 - CMS quality program composite score = 96%
- Overall FY 2013 Case Mix Index = 1.7

Key Programs and Services - 1

- 24/7 Emergency Department with helipad
- 24/7 Certified Stroke Center with national recognition
- 24/7 Hospitalist and Intensivist programs
- Surgical Services with two operating suites, PACU and support services
 - Orthopedic joint replacement program
 - Anterior hip replacement
 - Knee replacement
 - Ortho spine surgery program (UCSF linkage)
 - Neuro spine surgery program
 - ENT surgery
 - General Surgery

Key Programs and Services - 2

- Ambulatory Surgery/ Endoscopy/ Infusion Services
- Wound Care Program
- Telemedicine Program – regional intensivist hub and use for PDH patient consultations
- Imaging
 - CT/MRI/3-D mammography/ultrasound/ echocardiography/ general radiography
- Clinical Laboratory/ Pathology Services
- Rehabilitation Therapy

Harlan has been CEO for just over one year and called Palm Drive “remarkable” and led by a medical staff and employees full of “passion.”

“We are burning the candles at both ends to provide an amazing patient service,” said Harlan. “We have to meet the same standards and all the requirements and challenges that much larger hospitals do.”

Projects

- E.H.R. Implementation (Ongoing)
 - CPOE Go Live (Spring 2013)
 - Stage 1 Meaningful Use completed July, 2013
 - Stage 2 Meaningful Use commencing 2014
- Board Development Retreat (Summer 2013)
- Fund Raising Program and Structure Assessment (Summer 2013)
- 3-D Mammography Project – (Fall 2013)
- Medical Staff Development Plan (Fall 2013)
- Explore Specialist Strategy (Fall 2013)
- Facilities Assessment Report (2014)
- Strategic Plan Update – (Spring 2014)

Service Area Geography



Patient Market Profile

- Population increase slightly across trending period (1.5% from 2010 to 2013, estimated to grow 3.0% from 2013 to 2018).
- Older than average population with median age of 39.1 in evaluated markets.
- 65 to 74 age category will grow 30.4% over the next five years across the service area.
- A number of households (10.9%) earn less than \$15,000 annually – many covered by Medi-Cal or are uninsured.

Strategic Planning Initiative Elements

- Quality / Safety/ Patient Experience
- People / Culture / Communication
- Market Leadership /Growth / Image
- Physician Alignment / Recruitment / Retention
- Organization / Infrastructure
- Financial Strength
- Community Engagement

- Financial performance has been lackluster and disappointing over many years
- Management needs to set the bar at higher levels as we do for quality and achieve much improved financial performance
- With such unstable volumes and erratic financial performance over many years, the time has come for Palm Drive Hospital to create a stable financial environment and live within its means for long term survival in this very competitive market

Operational Improvement Plan Objectives

- Out of necessity, move quickly to create a more focused enterprise with the ability to achieve and sustain an adequate /stable operating margin over the long term
- Preserve core elements of hospital for the long term
- Priority One = Quality
- Improve operating margin through revenue enhancement, restructured capacity & cost reduction

Restructured Capacity - 1

- First rate Emergency Dept. (ED) core service to central plan
- Must "right size" hospital & all support functions for essential services
- Inpatient capacity adjusted to support medical acute care

Harlan called Palm Drive an "emergency room with a full and comprehensive hospital built behind it."

Restructured Capacity - 2

- New 14-bed hospital = inpatient capacity of 14 staffed beds including 10 medical-surgical beds and 4 ICU beds
 - No change to 37-bed license – to be able to accommodate emergency surge capacity
- Must "right size" clinical, ancillary & departments to support ADC of 10 day plus projected ED, surgical and activity
 - Engage resources to assess clinical, ancillary departments, e.g., surgery, endoscopy, diagnostic imaging, laboratory, pharmacy

Cost Reduction

- Current cost infrastructure is not sustainable in the current health care environment
- Cost reduction includes employee & physician staffing, supplies and purchased services

Revenue Enhancement

- Annual growth objectives will be set and realized
- Surgery service line necessary to meet patient care needs and generate revenue, e.g., continue support of joint replacement & spine surgery programs

The 24/7 hospital includes an ICU unit, helipad, stroke center, wound care, telemedicine and several surgical suites.

Palm Drive, like all other hospitals in the region is facing ongoing financial challenges as more covered care shifts from in-patient to out-patient services, offering lower reimbursements to the hospital.

For Palm Drive, Harlan said the challenge is to "live within our means" and find the "right size" for the hospital going forward. Licensed for 37 beds, the recent daily census has averaged just nine patients.

In closing, Harlan quoted Henry David Thoreau: "If you have built castles in the air, your work need not be lost; that is where they should be. Now put the foundations under them." He said that is what Palm Drive Hospital needs to do next.

President Bob thanked Tom for his presentation with a gift in his name to PolioPlus.



The Closing Bell



President Bob adjourned the meeting at 1:30 with the sweet tone of the newly returned Rotary Bell.

Next week.... IS DARK. See you next on December 6.... For TBA. See you at the Holiday Party.

THE ABC's of Rotary

(Taken from "The ABCs of Rotary", a Rotary International publication originally prepared by Dr. Cliff Dochterman who was RI President in 1992-93)

#13: The ROTARIAN and Regional Magazines

The month of April is annually designated as "Rotary Magazine Month", an occasion to recognize and promote the reading and use of the official RI Magazine, *THE ROTARIAN*, and the regional magazines.

THE ROTARIAN has been around since 1911 as the medium to communicate with Rotarians and to advance the program and Object of Rotary. A primary goal of the magazine is to support the annual theme and philosophy of the RI president and to disseminate information about new and special programs, major meetings, and emphasis of the several official "months" of Rotary.

THE ROTARIAN provides a forum in which both Rotary-related and general interest topics may be explored. The magazine serves as an excellent source of information and ideas for programs at Rotary club meetings and district conferences. Many articles promote international fellowship, goodwill, and understanding. Regular readers usually have superior knowledge of the activities of Rotary and how each Rotarian may be more fully involved in the Four Avenues of Service around the world.

In addition to *THE ROTARIAN* there are 27 regional magazines printed in 21 languages. Although each regional publication has its own unique style and content, they all provide Rotarians with up-to-date information and good reading in April—and all through the year.

RI Reading: Talking about Toilets - Sanitation Issues

[LINK TO RI WEBPAGE](#)



22 November 2013

Weekly Update *A roundup of Rotary news*



[Talking about toilets](#)

Jack Sim, founder of the World Toilet Organization, has used humor to draw attention to sanitation issues. The United Nations this year voted to make World Toilet Day, 19 November, an official UN observance. Sim's organization recently inducted Ron Denham, chair emeritus of the Water and Sanitation Rotarian Action Group, into its hall of fame in recognition of Rotary's work in the field.

- [Read an interview with Sim from *The Rotarian*](#)
- [Learn more about our work in providing clean water](#)
- [Find out more about the Water and Sanitation Rotarian Action Group](#)

In other news

[Support grows for Ride to End Polio](#)

Rotary General Secretary John Hewko joins 70 Rotarian cyclists in Arizona this weekend for the Ride to End Polio. Rotary riders, supporters, and staff have raised more than \$700,000 for polio eradication.

[A handyman's tale of Rotary Connections](#)

During his Rotary work in the field, Cecil "Pancho" Padilla has used his skills as a self-taught mechanic to fix just about anything. His volunteer efforts have taken him to more than 70 countries.

[Malaysia Interactors fight hunger](#)

Students and teachers raise more than \$3,400 for World Vision by going without food for 30 hours during a famine camp organized by the Interact Club of Wesley Methodist School, Sentul, Kuala Lumpur, Malaysia.

Rotary in the news

[Rotary General Secretary John Hewko is quest on talk radio ESPN Tucson in advance of this weekend's Ride to End Polio](#)

[See a photo gallery on Voice of America about Egypt fighting back against Syria polio outbreak](#)

[GAVI Alliance announces rollout of inactivated polio vaccine](#)

[Celebrity site Zap2it profiles actress Archie Panjabi about her work with Rotary to end polio](#)

Resource guide



[ideas.rotary.org](#)

Rotary members in Caloocan City, Philippines, are raising money to feed malnourished children. Learn how you can help, or use Rotary's crowdsourcing platform to promote your own project.



[Rotary Showcase](#)

The scarcity of clean drinking water has been an ongoing problem for the coastal town of Rosario, Philippines. Read how local Rotary members stepped in to install a water station and filtration system, and browse other projects like this on Rotary Showcase.



[Rotary Leader](#)

Harness the power of social media to promote Rotary's good work.

Weekly Update brings you the latest Rotary news, features, and links to resources that will equip you for all your Rotary activities. Use this content free of charge in any of your Rotary communications, including club or district newsletters and websites. Download free photos at [Rotary Images](#).

VOLUNTEERS WANTED!

A one-on-one tutoring program to help students succeed in school and in life...

-READ TO ME-

SIDE-BY-SIDE with students you'll:

READ

TUTOR

MENTOR

Park Side & Brook Haven Schools in Sebastopol

Kindergarten – 8th Grade Students

Monday – Friday, 9-3

30 minutes to 3 hours per week, 15 week commitment

No experience necessary

Make a Difference * Call Today

Deborah Drehmel, Coordinator

707.829.3886 or 293.4147

dremichmel@gmail.com

Help a child learn!

Become a **READ TO ME** Tutor!

How Read To Me came to be...

Concerned about student literacy, the Rotary Club of Sebastopol asked local schools what community volunteers could do to help. In 1998, through the efforts of Rotarians Patti Blount and Pauline

Pellini, **READ TO ME** began as a 3rd grade reading support program. Today, to better assist students, **READ TO ME** is ...

... a multi-faceted tutoring program...

helping Kindergarten – 8th grade students become stronger learners

Tutors help students:

- practice reading
- complete written assignments
- work on math problems
- and read-aloud to kindergarteners

Working with one child at a time, and the same children week-to-week, meaningful mentoring relationships are developed — providing satisfaction to tutors and students alike.

Can I be a tutor? YES!

All you need is a kind heart, an open mind, dedication and a spare ½ hour or more each week.

No experience is necessary. All are welcome. Training and ongoing support are provided.

Rotary Club of Sebastopol – Education Foundation
Community / School Partnership