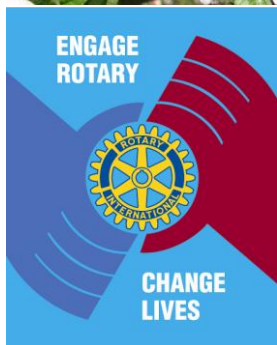


The Appleknocker *Sebastopol Rotary Club's Weekly Bulletin* **Kendall Haven – Your Brain on Stories**



Date: September 13, 2013
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Scribe: Barbara Beedon, Gene Nelson, Richard Power
Photography David Schreibman
Co-Editors Tom Boag /Jack Dunlap ☒: The Dilleys
Club President 2013/2014: Bob Rogers



"All the News that Fits We Print"



Before the Bell

Barbara Beedon, Scribe for the Week [Month! -Ed.], wishes to thank **Richard Power** for taking notes on the Club info and Recognitions before the Speaker and **Gene Nelson** for capturing the essence of the Program!

Captain Bob is just back from Ecuador, and seems to be still on Ecuador time. That is OK, because our Speaker is just back from Washington, D.C. and is on East Coast time! They commiserated with each other while they tried to set up the electronics before the meeting started.



At the Bell

President Bob continues to find creative ways to "Ring the Bell", and called on **Richard Peterson** to lead the Flag Salute. **Karen Daniels** led us in a rousing version of "God Bless America", which was sung with gusto by many. **Norm Stupfel** provided the Thought for the Day, before Capt. Bob encouraged us to enjoy our lunch for a while.



"We can open ourselves to opportunities today. They abound in our lives.

No circumstance we find ourselves in is detrimental to our progress.

No relationship with someone at work or at home is superfluous to our growth.

New experiences are everywhere and we must be ready to learn."



Visiting Rotarians and Guests



Marty Webb

Returning to the podium, **President Bob** asked **Bud Daveiro** to introduce our Visiting Rotarians and Guests. We had three visiting Rotarians: our favorite visiting Dentist, Dan Bornstein, and John McHughe, in Human Resources Consulting, both from the Santa Rosa Club, and Martin (Marty) Webb, from Sebastopol Sunrise, in School Administration.



John McHughe

🍎 Future Programs 🍎

- September 20**
Speaker: Tim Zahner
Program: **Who's been sleeping in our Sonoma County Beds**
- September 27**
Speaker: Jack Demeo
Program: **There's Something About the Outside of a Horse that is Good for the Inside of a Man**
- October 4**
Program: **Lobster Feed Setup (Meeting!)**
- October 11**
Speaker: Alena Wall
Program: **Sonoma County Wellness**
- October 18**
Speaker: Krista Martinussen
Program: **Human Trafficking – Latin America**
- October 25 –TBA**
- November 1**
Speaker: Mary Szecsey
Program: **West County Health Centers / ObamaCare**

🍎 Future Events 🍎

Lobster Feed
Saturday, October 5

🍎 Handy Links 🍎

Pinot for Polio Form
Scribes and Photogs
2013 Lobster Feed Tickets Form

🍎 Miscellany 🍎

Next Board Meeting

Date/Time: **Tuesday, Oct. 8th, 5:30 p.m.**
Location: **President Bob's Home** (Address in C/R)
 (Normally 3rd Tuesday of month, except October 8th.)

MAKEUP NOTIFICATIONS – Send to Jack BLASCO
jbblasco@comcast.net

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

INTERACT MAKE-UPS – HAVE YOU TRIED IT?
 (Committee Member to call to confirm)

- Analy 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:** Different meeting times
 (Check with Dan Rasmus)

For all Interact Mtgs.: CALL AHEAD TO CONFIRM MEETINGS
!!! CHECK IN AT SCHOOL FRONT OFFICE FIRST !!!



There were many guests today: Sally Ewald's David, Tom Lambert's Sally, Bill Lippert's Charlie, Bob Hirsch's friend Bonita, and Capt. Bob's Peggy. Julie Cugini was there to represent Bob, and provide us with an update. Barbara Beedon introduced our speaker for today, Kendall Haven.



🍎 Announcements 🍎

Bob Cugini will soon be leaving the Apple Valley Post-Acute Rehab facility to go to Kaiser in Vallejo. Obviously, this will be more difficult for **Julie**, and she will probably need others to pitch in to help, both with Vallejo, and with local needs. **Julie** will let us know if she needs help as things evolve.

Tom Farrell is also "mending", and is at Spring Lake Village. He would love to receive visitors, but please call in advance to check on timing. The number to call is 538-8400.

President Bob gave a brief update on his daughter, Amy, in Ecuador. He showed a lovely picture of her with a colorful bandana covering her

surgical bandages, and a beautiful photo of the hospital where she was cared for. Everything went well, and she only has to have a biopsy to confirm that she is out of the woods. Thanks to everyone for their support and good wishes.



A reminder of the Free Flu Shots to be offered at our meeting on September 27th through Sutter Care, and conducted by **Yvonne Thielen**. Free for those on Medicare, \$25 for everyone else. Friends and Family are welcome!

Bob also passed on a reminder from **Harvey Henningsen** that Sturgeon's Mill will be on-steam this weekend.



Michael Hixson announced the Teacher Mini-Grant Committee is now accepting applications from teachers for TMG's. Deadline is October 18th and applications can be found on the club website. (Click on Grants at the top of the page.) Questions? See **Michael**.

President Bob made a pitch for the Read to Me program. There were flyers (See copy attached) on the tables promoting it. If interested, contact Deborah Drehmel at 829-3886.



There were several points of discussion regarding the Lobster Feed, which is just around the corner. **Diana Rich** handed out traditional lobster hats to the audience –



[thoroughly distracting most, like **-Ed.**, with figuring how to adjust the headband. **-Ed.**]

Mia Del Prete talked about a number of Live Auction items, and featured the now-infamous Poker Game at Georgetown, offered again by **Guy Smith**. She showed a couple of pictures of prior year "gangs" and the lovely **Saloon Girls** to keep things lively! Mia also mentioned other items: an Italian dinner, party of 8, donated by **Ken Silveira**.



Rick Wilson talked about the Pulsators, a great 3-piece Jazz Group that will entertain at the Dinner.



J.T. Martin emphasized the need to get the rest of the tickets not only sold - but accounted for, and paid.

Greg Jacobs is thankful for the Wine coming in for the Wine Cellar Auction, and reminded people to keep bringing in the bottles, as they have to compile the list and describe the package.



Sally Ewald reminded everyone that there is also a need for Luxury Wines as well, for single bottle Auction items.



And **Diana Rich**, who is getting really good at her imitation of **Jack Blasco**, again pointed out the need to fill up the roster of volunteers for all of the work that needs to be done -- before, during, and after the event.



Recognitions



Capt. Bob changed the pace by turning to some Birthday and Anniversary Recognitions:



Bob Hirsch, whose Grandson Jackson had a Birthday on Sept. 9th, (\$5) and **Bob's** Motorcycle trip to Cortes Island in the Northwest (\$20), with VOODOO DONUTS (?) [Diet -Ed.] ...followed by a Vegas Trip with Little Bob (\$10). This added up to a grand total of \$35.



Ken Silveira went to the Horse Races with his 87 Year-Old mother (the **room** said "Awwwww"). What a good son! (\$5 please)

Then **Capt. Bob** decided to catch up with everything **Pauline Pellini** had done..... there was the New Mercedes SUV -- apparently her FIRST non-Chevrolet vehicle -- (\$10)..... the new office at Vanguard Properties (\$10), the trip to Europe --

Luxemburg, Belgium, Italy, Croatia, Slovenia, Monte Negro, and an Adriatic Cruise, with lots of fun meeting with several cousins in Florence – the picture was worth another "Awwwww". Add another \$15, and somehow that figure of \$35 won the day again!



Capt. Bob got in one Anniversary recognition, for **Jack Dunlap**, seriously overdue! Jack's 36th Anniversary was celebrated back on July 1st, (\$5) with a trip to Hawaii, where they enjoyed a lot of island activities, including a Zip Line ... **Bob** rounded it all up to..... \$35, the number of the day!



The Raffle



Then – just when we thought it was time to introduce the speaker, **Capt. Bob** remembered the Raffle! The audience was dismayed when **Bob** said he didn't have the Zucchini with him today! But he had a pretty good recovery... a world map. After FIVE unsuccessful ticket numbers, the correct number was held by **Larry Ford**, who WAS able to identify Ecuador with the laser pointer, and won the \$25 pot.





The Program – Kendall Haven – Your Brain on Stories



Our speaker for the day, Kendall Haven, was hosted and introduced by **Barbara Beedon**.

Kendall graduated from West Point, holds a Master's Degree in Oceanography and also has a degree in engineering. He is currently a researcher with the Department of Defense. He brings to his work a unique blend of scientist and storyteller, a blend that can hopefully be used to gain insights into how insurgencies can be stopped before they develop into armed conflicts. His topic for the day was, "Your Brain on Stories: Why we listen to stories the way we do."



The telling of stories is important because we process stories differently than other information. They happen in the mind of the listener. Thus, a good story teller's job is to put a message he or she wants into the listener's head in such a way that it influences behavior and action. Good stories are all about results. A good story engages a listener, which is absolutely crucial. You might say that story telling is an economic event – people pay with their attention, but again, they only pay when they are engaged by what is being said. And, as every **preacher** knows, they will check out quickly if that engagement fades. A good story engages the emotional involvement of the listener, making influence possible.

People have been reading on a large scale for only about 200 years. People have used writing for about 7,000 years. But people have been telling stories for at least 100,000 years! We are literally "hardwired" to turn information into stories, indeed to think in terms of story. Often we will turn information into a story even before it gets to our conscious mind. This is why eight eyewitnesses will give eight different accounts of the same accident. Each of them takes what they have seen and turns it into their own story. Stories help us make sense of information, to give it meaning and focus. In fact, our "neural story net" will actually bend information like a prism to make it understandable to us.

Example:

Person #1: "Where's John?"

Person #2: "I didn't want to say anything, but I saw a green VW in front of Carol's house."

At our tables, we discovered how quickly and diversely we added to this story line, adding details and making assumptions the words did not support. That's what we humans do....bending information into stories, which enable us to make sense out of what we see and hear.

Thanks, Barbara, for a most enlightening program!

"Did you hear the one about..."



The Closing Bell



President Bob thanked Kendall Haven for his presentation and gave him a speaker's gift – a donation in his name to Polio Plus.

He then rang what-serves-as-a-Bell, closing the meeting.



The Sebastopol Rotary Teacher Mini-Grant Program

The ROTARY CLUB OF SEBASTOPOL is now accepting applications for
THE SEBASTOPOL ROTARY TEACHER MINI-GRANT PROGRAM.

Teachers from public and tax-exempt private schools within the boundaries of the West Sonoma County Union High School District are eligible to receive one-time grants in the amount of \$50 to \$400 to purchase classroom materials or to implement programs that might otherwise go unfunded.

A grant application and guidelines can be found at www.sebastopolrotary.org (click on the **Grants>Teacher Mini-Grants** link).

To be considered in the next funding cycle applications must be postmarked by October 18, 2013.

Since its inception in the Fall of 2002, the Rotary Club of Sebastopol has distributed nearly \$175,000 in Mini-Grants to local teachers.

Please contact Michael Hixson at 540-0319 or mikehixson@comcast.net for more information.


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)*

#3: Rotary's Wheel Emblem

A wheel has been the symbol of Rotary since our earliest days. The first design was made by Chicago Rotarian Montague Bear, an engraver who drew a simple wagon wheel, with a few lines to show dust and motion. The wheel was said to illustrate "Civilization and Movement." Most of the early clubs had some form of wagon wheel on their publications and letterheads. Finally, in 1922, it was decided that all Rotary clubs should adopt a single design as the exclusive emblem of Rotarians. Thus, in 1923, the present gear wheel, with 24 cogs and six spokes was adopted by the "Rotary International Association." A group of engineers advised that the geared wheel was mechanically unsound and would not work without a "keyway" in the center of the gear to attach it to a power shaft. So, in 1923 the keyway was added and the design which we now know was formally adopted as the official Rotary International emblem.

Link to RI Web Page



Rotary


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[News & Features](#)

13 September 2013

[f](#)
[t](#)
[in](#)
[v](#)
[p](#)


Weekly Update

A roundup of Rotary news



WELCOME TO ROTARY

We are neighbors, community leaders, and global citizens uniting for the common good. With us, we can accomplish even more.



Take a tour of the new website

In these brief videos, you will get an overview of our redesigned website, including our section for the general public and our enhanced member area, My Rotary.

- [Tour the public site](#)
- [Watch a video about My Rotary](#)
- [Create a profile and sign in to My Rotary](#)

In other news

[Dolly, Rotary put books into the hands of children](#)

Dollywood Foundation President David Dotson blogs about working with Rotary, in a post for International Literacy Day 8 September.

[Lessons I learned in teamwork](#)

Enrico Giuseppe Ferro, a Rotaractor and student at Yale University, is just one of the people who will discuss the steps in a service project and working with others during a free webinar 24 September.


[Rotary approves \\$500,000 emergency grant for Somalia](#)

The Rapid Response grant to the World Health Organization addresses the recent polio outbreak in Somalia.

Announcements


[Solutions for your website issues](#)
[September classes on My Rotary](#)
[Have an idea for a convention breakout session?](#)
[RI Director Celia Elena Cruz de Giay shares her Rotary moment](#)

Resource guide



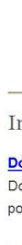
[Interact Make a Difference DVD/CD set](#)

Inspire Rotary members to sponsor an Interact club and encourage young people to join.



[Rotary Media Center](#)

Your online resource for public service announcements, videos, and more.



[Rotary Video Magazine Collection 5](#)

This set of three DVDs features more than 10 videos of Rotary's work around the globe.

Weekly Update brings you the latest Rotary news, features, and links to resources that

ROTARY CLUB OF SEBASTOPOL

LOBSTER FEED

live and silent auction



4:30PM SATURDAY
October 5th

Dine **Drink**
Dance
under the big tent

1005 Gravenstein Hwy North
SEBASTOPOL
(at O'Reilly Media)

To purchase tickets, contact JT Martin at
(707) 479-8960 or jtmartin@monitor.net.
\$100 per person.

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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

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Park Side & Brook Haven Schools in Sebastopol

Kindergarten – 8th Grade Students

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No experience necessary

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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!

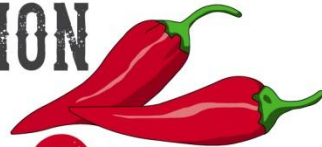
All you need is a kind heart, an open mind, dedication and a spare ½ hour or more each week.

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

Rotary Club of Sebastopol – Education Foundation
Community / School Partnership

FIRST ANNUAL HEIDI ZIMMER MEMORIAL ROTARY FOUNDATION

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