

Date:	September 20, 2013
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Scribe:	Yvette Williams van Aggelen
Photography	David Schreibman
Co-Editors	Tom Boag /Jack Dunlap ☑: The Dilleys
Club President 2013/2014:	Bob Rogers



"All the News that Fits We Print"



As I arrived, I spoke with a nice young man, who was attending another meeting at the church. We both agreed we were enjoying the change in the weather, and what a beautiful day it was, then even though he was coming from and going in the other direction he came over and held open the door to Memorial Hall for me – as I said a nice young man.

Walking thru the doors, there were two greeters when I arrived. I walked in with **Julie Cugini** – who was looking a bit more relaxed – and we discussed **Bob's** great progress. We were greeted by **Barbara Bickford** and **Henry Alker**. **Henry** introduced me to **Julie** as the "Most persistent member of Rotary." I replied to **Henry** "I do not understand what you mean by persistent." He explained to Julie and me "That I persisted in being at everything Rotary." So, then I knew I had been paid a complement, since I know no where better to spend my time and energy.



At 12:15 **President Bob Rogers** rang a Cow Bell which he said works next best to the Rotary Bell. He had our attention. **Bob** welcomed all to the Rotary Club of Sebastopol Friday's lunchtime meeting, he then asked:



Dick Zimmer, to lead us in the Flag Salute

Keller McDonald, to lead us in *My Country 'Tis of The*

Jerry Warren gave us the Thoughts of the Day. He had two, since the San Francisco Giant's season is ending and in memory of our #1 Giant's fan, **Pete Hill**. **Jerry** said:

"First, from one of my favorite authors, David Halberstam":

"It is the sport that a foreigner is least likely to take to. You have to grow up playing it. You have to accept the lore of the bubble gum card and believe that, if the answer to the Mays-Mantle-Snider question is found, the universe will be a simpler and more ordered place." **Jerry** said, "If you don't understand that quote, ask the baseball historian, **Mike Carey**."



The second quote is from "pine tar" by George Brett:

"If a tie is like kissing your sister, losing is like kissing your grandmother with her teeth out." (There was a lot of groaning through out the meeting room after the second quote.)

President Bob then told us to enjoy our lunch.

Future Programs

- September 27**
Speaker: Jack Demeo
Program: Hold Your Horses -- or 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 !!!

Visiting Rotarians and Guests



At 12:30 **President Bob Rogers**, rang the Cow Bell to re-start the meeting. He asked **Bud Daveiro** to introduce our visiting Rotarians. **Bob** introduced **Linda Johnson**, from the **Sebastopol Sunrise Club** -- her classification is **Occupational Therapist**. Today **Linda** was our only visiting Rotarian. [? -Ed.]

Then **President Bob**, asked if any members had any guest to introduce. **Kathie Mayhew**, introduced **Father Centurio Olaboro** – He is the past president of the Rotary Club of Tororo in Uganda, and a dear friend of **Kathie and Frank's**. [Isn't he a visiting Rotarian? -Ed.]

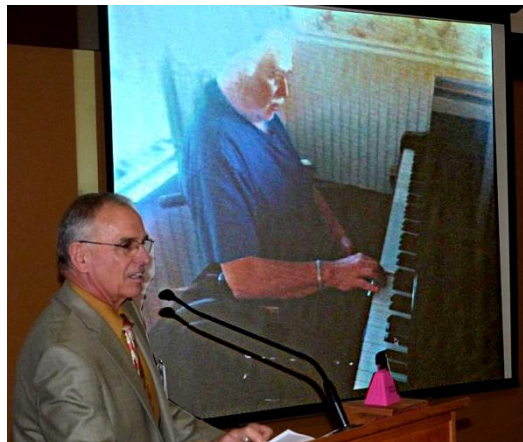


Jerry Warren introduced **Jill Lowry**, formerly from the Rotary Club of Lahaina, in Maui, Hawaii. She previously lived right here in Sebastopol. She has moved back and will be joining our club. (enthusiastic applause)



Bob Hirsch introduced another of his roommates, **Charles Thomas**, (Last week he introduced his roommate Bonita.) **Charles**, besides working full time, performs with **CT Cruisers** and the **Charles Thomas Band**.

Announcements



President Bob put up a picture, taken by **Julie**, of **Bob Cugini**, playing the piano at Apple Valley Post-Acute Care Rehab here in Sebastopol. **Julie** said that **Bob** is still waiting for an opening at Kaiser in Vallejo – for more intensive rehabilitation before he will be able to return home. (**Julie** told me **Bob** is now sitting up in a chair 8 hours a day and is walking for a short distance.)

Tom Farrell is still at Spring Lake Village in Santa Rosa. He enjoys visitors but please call in advance (538-6400) to confirm times, etc. **Norm Stupfel** told **President Bob** that visitors should keep their visit to just 5 minutes, as, when he visited, there was "line" of people waiting for their 5 minutes with **Tom**.

Amy Rogers' tumor is officially benign, her **father** announced with a **BIG HURRAH!** **Bob** said she was heading home today to her family after a month of surgery, recovering and waiting. The high point of her day will be holding her babies. **Bob** and **Peggy** can now stop holding their breaths'. This news received a giant sigh of relief from the members and then a round of applause.



President Bob said he has waited a long time to thank the **Golf Crew** for the great Rotary Club of Sebastopol's 88th Golf Tournament. He thanked **Golf Tournament Chair Bud Daveiro, Brian Langermann, Brad Benedetti, Richard Petersen, Maurine Doerken** – as well as Sebastopol Hardware, Exchange Bank, Argent Bank, Westamerica Bank, Discount Alley, Edward Jones, and Sebastopol Golf Course. The Sebastopol Golf Course donated prizes for the 88th Annual Golf Tournament – even though the tournament was held at another golf course.

As **Bob** finished his thank you to all, **Troy McAdams** asked him, "Who won the tournament?" For that question, **Troy** was fined \$5. (**Troy** had won.)

Since **Troy** was already standing and holding the microphone, Bob had a few more questions for him.

"Troy, what is happening with Interact?" **Troy** announced that four of the Interact Clubs: Hillcrest, Brookhaven, Twin Hills and Orchard Valley, will be having a Beach Clean-up on Saturday, October 12, 2013. They will be meeting at the Bodega Dunes Day Use Area at 10:15 a.m. – Everyone is welcome to join in for this project.

"Troy, what did you and Nichole do for your Anniversary on July 2nd?" **Troy** did not remember, however he "Thinks they did Interact work." **Bob** said he believed that they did but it would still be \$5, for a total of \$10. **Troy** did say that his winning of the golf tournament was the result of the skill of his team members...not his own stellar playing.



Reminder: Next Friday the 27th of September **Yvonne Thielen** and Sutter Care @Home will be offering Flu Shots. FREE for MEDICARE, \$25 for EVERYONE ELSE. Family and Friends are Welcome to get their shots here on the 27th. (NOTE: If you have Kaiser or another type HMO Senior coverage, Medicare will not pay for your shot next Friday. You must go to your primary Doctor to receive your flu shot or pay the \$25 if you want the convenience of receiving your shot at the meeting on the 27th.) All money paid in cash or by Medicare will stay in the local area to support medical healthcare services.

LOBSTER FEED

President Bob asked **Sponsorship Committee Chair Richard Power** to stand. **Bob** then announced that the committee had solicited 24 sponsors plus 3 in-kind sponsors for 27 in all and a total of \$14,750 -- which will cover a large portion of the cost of the Lobster Feed. He then asked **all involved** in the sponsorships to stand up and be recognized. There was only one word for the number of people who stood and the amount of dollars raised. **WOW**

Jack Blasco made a bid for volunteers to help with the Lobster Feed in the way only he can. Only two weeks left, be there or be square, "If the badge is green and it needs to be cleaned it is yours." Volunteering is more fun than should be legal. I think Jack missed his calling: a TV announcer, used car salesman, motivational speaker. His style and voice are so unique.

Mia Del Prete did the update on the most recent Live Auction items: Cooking Lessons from **Chef Pierre (LaGourgue)**/Dinner for 10 at **Sally Ewald's** home.





A new offering this year a Guy's Mystery Day Out which will be limited to the first 30 men who sign-up at \$300 each. **Keller McDonald** promised that the day would include brewery visits, exciting lunch-and-dinner, and other amazing surprises throughout the day and evening. Whatever happens on the Guy's Mystery Day Out stays with the participants.

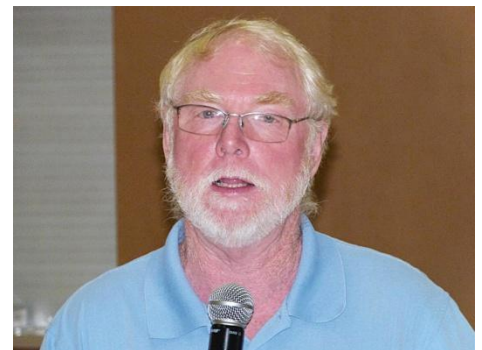
A favorite is returning this year – Ladies' Mystery Day Out – which will be limited to the first 30 ladies who sign-up at \$300 each. This year's mystery trip will be close to home. The ladies will be exploring Sonoma and Napa Counties with lots of pampering, gourmet lunch, a private dinner, and more surprises and fun than anyone would ever expect. (**Your Scribe** has had the PLEASURE of going on two of the previous Ladies Mystery Day Out. My first was down the Peninsula for excitement, fun and lunch, then back to the city for a choice of activities and a very special dinner. It was the first time I ever used the expression of "More fun than should be legal." The second time our trip was to the city for lunch, dinner, and

other unique experiences. I had been worried that my second day out might not live up to my previous experience. I could not have been more wrong I again used that expression for the second time in my life "More fun than should be legal." I have never laughed or been more amazed in my life. Well worth the money I spent, it was a priceless experience.)

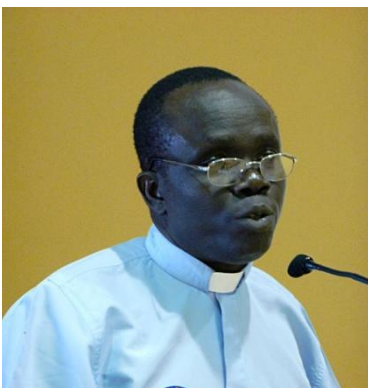
Another offering is an Instant BBQ & Dance Party for Fifty – including **Mario Ramos' Famous Fabulous Margaritas'**, the Fabulous Luv Rustlers with Mr. Music – at **Bob and Peggy Roger's** home or any location of your choice.

JT Martin brought us up to date on Ticket Sales. **JT** said we need to get our money in and pay for our tickets. There is still room for a few more people to attend.

Greg Jacobs is still "Soliciting for Spirits", however he is tired of whining – but has collected 61 bottles so far. The goal for the Lobster Feed is 80 bottles to have a nice collection of wines for the Live Auction. **Ann Hill** has donated two bottles of wine from **Pete Hill's** cellar. **Dorothy Rodella** will be accepting bottles of wine at Exchange Bank if you want to drop your wine there.



President Bob said that the Silent Auction was still looking for donations; the committee would like the items as soon as possible so they can plan the set-up. Someone asked where to drop off items? **Bob** responded, "He knew someone was going to ask a question he would not know the answer to." – adding that the staging would be done from **Tom Dilley's** garage.



FATHER CENTURIO OLABORO FROM TORORO, UGANDA

Kathie Mayhew introduced Father Centurio Olaboro, who she said "had introduced himself one night at the Adopt-A-Village in Uganda. The next morning Father Centurio, introduced himself to her again. "We met last night", she replied. He asked how could you have seen me I am the blackest person in Uganda. She replied to him because you smiled." (He was standing beside **Kathie** as she relayed to conversation to us, and we were blessed with his wonderful smile.) **Kathie** said that when Father Centurio speaks of feeding his children he is talking of the 900 orphans' he feeds everyday. She turned to Father Centurio and said she was finished talking so he had full 5 minutes.

Father Centurio Olaboro, thanked **President Bob** and those present for giving him the opportunity to speak today. He brought our Club a flag and greetings from his Club's

President and fellow members in the Rotary Club of Tororo in Eastern Uganda. He said that Rotary is known for service, that Rotarians cause smiles all over the world by our commitment to creating a better world – Collectively or individually, Rotarians have performed.

Father Centurio continued, “When **Kathie** was talking about my children, I think caring for children came to me naturally. I was 14 when I was orphaned, the eldest of nine children – It became my responsibility to care for and feed my younger brothers and sisters. I am an Educator in my order. I am now responsible for 946 students of whom three quarters are orphans whose parents have died from HIV/AIDS in Uganda.”

“When we talk about class or school in Uganda we are talking about a room without furniture – no stools, no tables, and 100 children sharing 1 text book. Rotarians’ have stepped forward to provide help for students in Uganda. When we talk hospitals, there may or may not be beds if there are beds they are old, soiled, broken – again Rotarians’ have stepped forward to help.”

“This is about Rotary and Rotary is about helping.”

He thanked us for letting him speak and for listening to him. He said he would be handing out more information about how we could help the children he serves in Uganda.

If you wish to donate, make checks out to “Uganda Martyrs Orphans Project” and mail to:

Father Centurio Olaboro
Director/UMOP Uganda & Head of Department
Justice & Peace Tororo Archdiocese
Uganda Martyrs Orphans Project
P.O. Box 714
Tororo, Uganda
For more information, their web site is www.umopuganda.org
and his email, fathercenturio@yahoo.co.uk

🍎 Recognitions -- Anniversaries 🍎



"**Kathie**, you had an Anniversary on July 16th?" **Bob** asked. **Kathie Mayhew** said yes she had – "and so had Frank". **Bob** said **Frank** has already paid his fine. **Bob** then fined **Kathie** \$5 for her Anniversary and \$10 for her CD.

Diana Rich and her husband **Daniel's** Anniversary is today, **Bob** asked **Diana** what she would be doing for her Anniversary tonight. **Diana** said she would be running Blame Sally at the Sebastopol Community Center. "Saturday she and **Daniel** will do something fun." With the photo **Bob** had put on the screen of **Diana** and **Daniel**, **Diana** wanted to know if **The President** had a camera in their bedroom? "No, No was the response the picture had been taken at last year's Lobster Feed." [By **Dorothy Rodella**. –Ed.]



OFFICIAL INTERRUPTION



Suddenly, from the back of the room, **Jack Blasco** yelled "**BELL MISSING**" he then said "**He who *Loss'th* the Bell must *Pay'th* the Fine.**" **Jack** told **President Bob**, that it was the President's responsibility to protect the bell and the bell has been missing for five weeks and the fine was a small amount, just \$20, considering how long the bell has been missing.



The Raffle



President Bob announced it was Raffle Time, and the room **GROANED** as one at the announcement. **Bob** just ignored us all, **John and Patti Blount**, at my table, asked has the raffle ever worked? We assured them it had – at least once – in our collective memory.

Ron Puccinelli held the winning number; **President Bob** called up **Troy McAdams, Vince DaLuiso, and Julie Cugini** to pull the “cherries” out of the black bags. (I would like to be able to say everything went to plan, but that would not meet the Rotary

question “Is it the truth?”) After the slide did not work, **Bob** took the Cow Bell over to the pullers and rang it three times. There were two matches and we had a \$10 winner, Ron donated the money to the Education Fund. Therefore, Bob delivered the giant zucchini with \$10 taped to it to Patti Blount.

During the raffle, speaker Tim Zahner said he had attended many Rotary meetings and had considered joining Rotary; however **ALL THE FINING PUT HIM OFF**. I explained to Tom that *he could prepay his fines if he joined, that all the fining added up to a finite amount, and those who choose to pay the fines did so because it added to the camaraderie of the meeting.*



The Program – Tim Zahner – Who’s Been Sleeping in our Sonoma County Beds?



Dave Madsen, stepped up to introduce today’s speaker. **Rollie Atkinson** arranged for today’s speaker however, he could not be here today. **Dave** said, “After last week’s program by Kendall Haven, I was going to do the introduction in the form of a story. Unfortunately, I did not remember the three main points of telling an interesting story.”

“Somebody, lots of somebodies have been sleeping in our beds all over Sonoma County. Is this a good thing? If you own an inn, hotel, restaurant, winery, retail business or just enjoy the wine country quality of life, you probably think it is a good thing. If you think there are too many stretch limos are crowding our narrow back roads or that we have too many wine tasting rooms opening around town, you might feel differently.”

“Where is this growing and important hospitality industry headed? What are the challenges ahead? How are we doing against our competitors in Napa and the greater Bay Area? Who are these people sleeping in our beds and how did they get here in the first place?”

“Our guest speaker today has all those answers and more.”

“Tim Zahner is the Chief Marketing Officer of Sonoma County Tourism, where he oversees the communications and marketing strategy to increase overnight visitors to Sonoma County. Tim works with a talented team of sales, marketing, and public relations professionals who are dedicated to promoting the authentic and genuine nature of Sonoma County around the world.”

“Prior to coming to Sonoma County, Tim worked for the San Francisco Convention and Visitors Bureau. Tim is a graduate of Marquette University in Milwaukee, he returned from the Midwest with a wife as well as conflicted emotions on whom to root for in Packer – 49er games. (There then was a shout of glee from the audience. Tim looked a bit confused; Dave explained that was the only other Packer’s fan in the room.) He returned to school here in Sonoma County where he was in the first class of the Sonoma State University Executive MBA program.”



"Tim and his wife live in Windsor where they wonder why their kids know everything. Tim said 'Yes, they do they are very smart.' **Rollie** told me Tim's favorite cookie at the Sebastopol Cookie Company is the Backpacker. **Kathie Mayhew** asked, "Is it really that good?" Tim replied "Yes."

Tim Zahner stepped up to the podium and asked for a hand mike, which **Tom Dilley** quickly delivered to him.

Tim started by telling us that lots of people have been sleeping in our beds. Tourism is a big business in Sonoma County – Five million people have spent the night in our beds and spent \$1,350,000,000. [Hmmm... $1.35 * 10^9 / 5 * 10^6 = \$270/\text{day}$. –Ed.] People from all around the world come to visit Sonoma County. He pointed out the Sonoma County Guides and maps placed on the tables.

Tim asked us if tourism was an export or an import. Someone answered it was an import. Tim said that was right because it was bringing money from outside the United States into the United States and added to our GNP.

Who is Sonoma County Tourism (SCT)? It is a private non-profit, it receives no government funding. It is a professional sales and marketing team, a destination marketing organization, a "virtual visitor center"; it does not replace existing chambers or visitor centers. It is not in competition with the Chambers their work supports the Chambers.

How is the SCT funded? The SCT receives 2% of the assessment on lodging or more than \$350,000 annually ("Business Area Improvement Area") plus a portion of the County of Sonoma's advertising award program, and fees charged to businesses and organizations to be members.

He explained how partnering with other tourism organization they could stretch their dollars the areas that they reached the SCT partners with Visit California (which gives Sonoma County State and Nationwide coverage), Visit California partners with USA DiscoverAmerica.com (which then gives Sonoma County International coverage).

The SCT offers to businesses and the Chambers co-op ads opportunities, visitor guides, and maps. Listings on the SCT website (www.SonomaCounty.com), blog posts, media leads (If a writer, newspaper, magazine, or film company contacts the SCT, they put them in touch with a local business.), and marketing programs. (**Harvey Henningsen** asked "Is there was a fee for non-profits to be listed?" Tim replied "Yes, at a reduced rate.")

Tim showed us a slide called meet the visitors and gatekeepers. First we meet the folks who bring the top \$\$s to Sonoma County, number one they generate 55% of the dollars spent are:

Boomer Bill and Mary,
next GenX Bert and Kathy,
then Sienna the Millennial,
and last Silver Voyager George.

The second tier of visitors which generate 10 to 15% of revenue are

Dave the Gay Traveler,
Julie the Foodie,
Amy the Bride,
and Alex International.

The Gate Keepers are

Nancy Meeting Planner,
Clive the Tour Operator (he's British),
Lisa the Travel Writer.

The Stake Holders are the

Lodging Owners,
County of Sonoma,
Chambers/Visiting Centers,
Sonoma County Vintners,
Sonoma County Winegrowers,
Regional Parks of Sonoma County,
Farm Trails,
Fine Art,
Stewards of the Coast and Redwoods,
and many, many more tourism related businesses

and organizations in Sonoma County.

100% of the SCT budget goes towards sales and marketing. The spending done by visitors' breaks down to 64% is spent by individual travelers, 30% by those attending meetings and 10% comes from group tours. The amounts do not add up to 100% because there is cross over in those groups (i.e. you come for a meeting and then as an individual you extend your visit for the weekend). Regionally the spending breaks down to 42% of the money comes from Northern California, 13% the West Coast, other than Northern California, 25% comes from National visitors other than those living on the West Coast, and 13% from International visitors (again it does not add up to 100% - scribe note)

Someone asked "How many guides were printed?" Tim said the "SCT printed 150,000 guides," asked where they were distributed he replied "San Francisco Bay Area, Los Angeles, Sacramento, San Jose, plus people could go to the website or call into request a guide. Fifty-five percent of the requests come from outside of Sonoma County.

Tim said he had bought a banner ad on Trip Advisor. He asked us where he thought he had placed the ad, then surprised us by saying he had placed the ad on the Napa County pages, to remind and lure visitors planning to visit Napa County, about that other less crowded more relaxed Wine Country in Sonoma County.

Tim then asked us if we spoke Sonoma. I am sure he must have been looking out at a sea of blank faces. He then showed us SCT's new advertising campaign, and asked if any of us had seen the ad in Sunset Magazine. The ad showed a photo of a 30 to 50 year old couple walking on a trail with a dog and a vineyard in the background, and then below that photo were little snapshots below that show different people, scenery and activities. On the top of the ad is written "Do you speak SONOMA?" then what looks like a dictionary definition

"Sonomads: n. People who embrace the wanderlust of Sonoma Wine Country, just 30 minutes north of the Golden Gate bridge."

At the bottom of the page is printed "Speak a little Sonoma and you'll feel like a local. Because you're more than a visitor, you're a new friend. Learn by immersion and win a savory Sonoma County experience! SonomaCounty.com/SpeakSonoma 1-800-576-6662" This ad is target at San Francisco Bay Area.

Tim next other advertising campaign slides target other groups, such as West Coasters, Golf, Wedding, LGBT, Meetings, Group Tours. (All of these slides were in a interesting monochromatic tone.)

The SCT also offers a Certified Tourism Ambassador (CTA) Program, which trains frontline hospitality worker in history (i.e. the Gravenstein Apple's history, that the Russians planted the first vineyards at Fort Ross) culture and best practices for service. To make sure every visitor interaction is a positive one. SCT is on track to have 1,000 CTAs trained in one year.

What we think we know about our visitors. Tim shared some statistics they have received through SCT's online post visit survey:

AGE:

15.8% over 65,
29.7% 55-64,
19% 45-54,
17.3% 35-34,
16.3% 20-34,
1% preferred not to give their age.

ANNUAL INCOME:

Less than \$29,999 3%,
\$30,000 - \$49,999 4.5%,
\$50,000 – 74,999 8.9%,
\$75,000 – 99,999 14.9%,
\$100,000 – 149,999 23.8%,
\$150,000 – 199,999 7.4%,
\$200,000 or more 16.8%,
Prefer not to say 20.8%.

HIGHEST LEVEL OF EDUCATION:

High School Grad 1.5%,
Attended some college 30%,
2 year degree 7.4%,
4 year degree 34.2%,
Some grad school 52.0%,
prefer not to say 1.5%

SONOMA COUNTY TOWNS AND AREAS VISITED:

Santa Rosa had the most visitors at 52.5%,
Sonoma was second with 45.6%, and
Sebastopol was visited by 5.7% of visitors.

HOW LIKELY ARE YOU TO RECOMMEND A VISIT TO SONOMA COUNTY:

85.8 % very likely,
12.3% likely,
1.0% neutral,
1.0% don't know.

Sonoma County is one million acres – larger than the state of Rhode Island.
[1,131,520 acres vs. 775,680 -Ed.]

President Bob thanked Tim Zahner for an interesting talk and told him of the speaker's gift – a contribution in his name to Polio Plus. He then reminded us that next week's speaker is Jack Demeo, and his talk will be "Hold Your Horses"



The Closing Bell

He then closed with the meeting with "Have a good week; please remember to support your fellow Rotarian's businesses."
"Meeting is adjourned." followed with the ring of the Cow Bell.



Notice, Repeat



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)**


#4: SECRETARIAT

Many Rotarians consider the Secretariat simply another name for the RI World Headquarters in Evanston, Illinois, U.S.A. Actually, it is much more. While it does include the World Headquarters, the Secretariat encompasses nearly 500 individuals working to make Rotary International run smoothly and effectively. The term describes the entire operations of the general secretary and his staff. The Secretariat also includes eight Rotary Service Centers (formerly call Branch Offices) around the world, all of the staff serving in those centers, as well as all staff assigned to The Rotary Foundation. Its sole purpose is to serve the clubs, districts and administrative officers of Rotary International and The Rotary Foundation. RI World Headquarters, in a building called One Rotary Center in Evanston, is the headquarters of the Secretariat.

RI Reading: Tell Rotary's Story

[Link to RI Web Page](#)

Rotary



20 September 2013

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.

Featuring
The PULSATORS

Proceeds of this exclusive fundraiser will benefit local community and international projects.



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