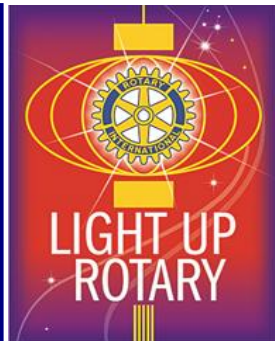


The Appleknocker *Sebastopol Rotary Club's Weekly Bulletin* Rick Nowlin – Wells Fargo Event Center



Date: April 10, 2015
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Scribe: Barbara Beedon
Photog: Jerry Warren
Co-Editors: Jack Dunlap / Tom Boag ☑: The Dilleys
Club President 2014/2015: Ron Puccinelli



"All the News that Fits We Print"



At The Bell



The *Pledge of Allegiance* was led by **Torrey Olsen**.



Keller McDonald must think the Giants are on a roll so he started us off with a special rendition of the chorus of *Take Me Out to the Ball Game* [a whole lot of Giants fans in the room –Ed.]



Greg Gill treated us to quotes frequently attributed to Ernest Hemmingway but were originally penned by William Arthur Ward.

"Before you react, think.
Before you spend, earn.
Before you criticize, wait.
Before you pray, forgive.
Before you quit, try."

"Take every chance you get in life, because some things only happen once."
Unknown.

🍎 Future Programs 🍎

April 17, 2015

Speaker: **Community Leaders and Youth**
Program: **Overcoming Obstacles Awards**

April 24, 2015

Dark for the District Conference

May 1, 2015

Speaker: **The Honorable Judge Gary Medvigy**
Program: **Prop 47 & How Prison Overcrowding will impact Sonoma County**

May 8, 2015

Speaker: **Teachers, Students and Special Guests**
Program: **"Outside the (Classroom) Box" - Student "Trade Paths" Awards**

🍎 Future Events 🍎

District Conference

April 23rd - 26th

Sebastopol Golf Tournament

April 27, 2015

🍎 Handy Links 🍎

Pinot for Polio Form

Sebastopol Rotary Website

Teacher Mini-Grants Application

🍎 Miscellany 🍎

Next Board Meeting

Date/Time: **Wednesday, May 13th, 5:15 p.m.**
Location: **New!! Vanguard Properties Office**
The Barlow in Sebastopol
6790 McKinley Street Suite 120

MAKEUP NOTIFICATIONS - icblasco@comcast.net
On-line Make-Ups: www.RotaryEClubOne.org

INTERACT MAKE-UPS - HAVE YOU TRIED IT?

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)
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 !!!

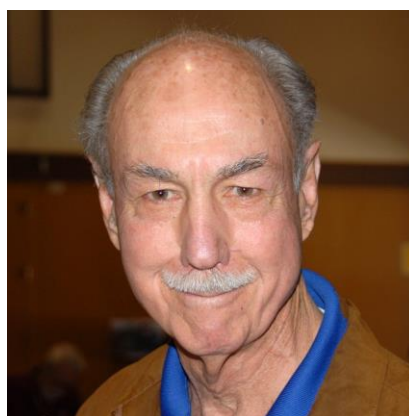
🍎 Visiting Rotarians & Guests 🍎



Bud Daveiro introduced Randy Seelye from Santa Rosa Sunrise, Newspaper Publishing;



Jack Strange from Santa Rosa Evening, Teacher; and



Russ Cunningham from Rossmoor, Senior Active.

Aleia Coate introduced exchange student Guillen Bernal who is having a great time on the swim team, doing well in math, and has attended a Warriors and an A's game.



Linda **Irving** introduced her parents.

Ron Puccinelli introduced his wife **Lynda** [with not even a tiny reminder –Ed.]



Barbara Beedon introduced our speaker for the day, Rick Nowlin, along with Kyle Clausen both from the Wells Fargo Center for the Arts.



Jack Dunlap introduced Ruth Loy.



Bob Rogers introduced his wife and First Lady, **Peggy**.



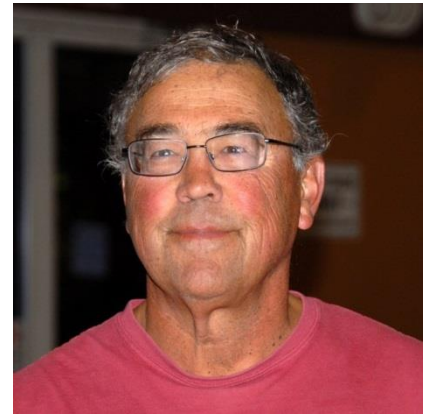
Announcements



The Rotary Golf Tournament is on!! While it will be very good if 40 players or more show up, the golf tournament is a go even if there are fewer sign ups. It is scheduled for Monday, April 27, with check in at 11:00 a.m. and Tee Off at noon. The cost per golfer is \$100 including dinner, and others can attend just the dinner for \$30. Contact **Richard Petersen** for sign up and more information.

Learn to Swim is organized and ready to kick off with orientations at Ives Pool, Monday, April 20 from 11-12pm, or Tuesday, April 21 from 11-12pm. Thanks **Greg Jacobs** for getting this organized.

The Overcoming Obstacles Awards presentations are scheduled for this coming Friday, April 17. Be sure to get here earlier than usual, 12:00 pm at the latest, so we can provide a standing ovation to the presenters as they enter Memorial Hall. We are also giving lunch-line cuts for the students and their families so they are prepared to do their thing during the program period. Be sure to share your knowledge and business opportunities because this is a great networking event for students who have already tackled and overcome some challenging obstacles.



Well, all things being right in the universe, **Ron** called on **Sally** just as she had taken a bite of food, to talk about Foundation month. She explained that the RI Foundation is what holds all the many Rotary groups together as a “family”. We all work together toward some common goals, while working locally on the things that need help in our communities.

For Foundation Month, our Club goal is to raise \$8,000, and this year we want to add some fun to the process, by holding a raffle to raise the money. The raffle drawing will be on May 8th, the 2nd Friday in May. **Sally** is asking for members to contribute items to the raffle – it doesn’t have to be something new that you buy, it could be a raffle-worthy item you already own, but this is NOT a White Elephant drive!

One good Raffle prize donated is worth a ticket, so helping Rotary – as always – is a WIN-WIN.

Gene Nelson announced that is Saturday, April 25th. We will gather at Ives Park at 7:00 for coffee and treats and to pick up supplies. The address of the house Rotary will work on is 1545 Laguna Road. The house needs some windows, doors, some painting and plumbing work. There is also a fair amount of landscaping clean up outside. **Tom Dilley** and **Jim Pacatte** are overseeing this project. Signups will be available at Friday’s meeting. This is one of our best “hands on” projects every year.



The debunking of **Soon-to-be-Past President Ron** will take place on June 19th, [hold that date in your calendar –**Ed.**] in our regular meeting space at the Church. The fun will start at 7 pm, and the cost per person will be \$45.



The Apple Blossom Parade is Saturday the 18th of April, and **Past Prez Bob** told us that we will be partnering with the Sunrise Club this year to share the work of building the Float and Manning the Booth at the event. Tuesday April, 14th will be a workday, and **Bob** would like it if we can have a good team of worker-bees, because so far the morning club has carried much of the load. (**Bob** interjected that **Harry** should stop whining!) **Bob**, **Linda** and others will be handing out our Rotary Club Bookmarks so people will learn more about Rotary in the process.



Membership



The following individuals have been proposed for membership in the Rotary Club of Sebastopol by the Club's Membership Committee, and their proposed classifications have been approved by the Board of Directors.

Michele Kimble

Classification - Marketing: Social Media

Sponsor - Linda Johnson

Debbie Brooks

Classification - Hospitality: Bed and Breakfast

Sponsor: Richard Petersen

Russ Cunningham

Classification - Past Service: Human Resources

Sponsors - Jerry Warren, Dave Madsen, Brad Benedetti

Any objections to these proposed new members must be submitted in writing to the Club Secretary by April 18, 2015.

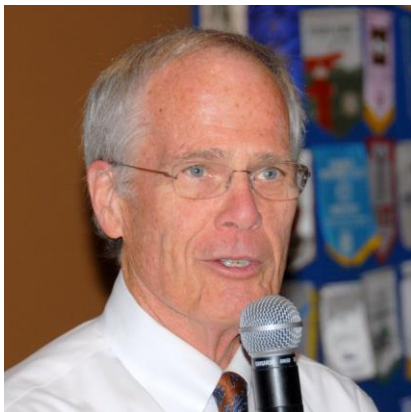


Recognitions



Rick Wilson, for his birthday on April 3rd – had a good time getting drunk with **Mario**, fishing and going to the circus. He was amazed by a 5 year old high wire artist who worked without a net, and “scared me half to death.” But all came out well, and he and **Mario** had a VERY good time!

Nao Noguchi, thinking that **President Ron** was calling on him for his birthday, protested that he had been recognized last week. **Ron** clarified that he was asking about **Nao** and **Kathie's** anniversary on April 9th....and **Nao** explained that his wife was in Kauai right now, and he attended the Board meeting that night -- but they were looking forward to celebrating their anniversary soon.



Bob Boyd was surprised to be called on for his anniversary, since it isn't until October.

[P.S. **Bob** promised to go into ClubRunner to correct that! –**Scribe**]



Pauline and **Pete** celebrated their 45th anniversary April 2nd with dinner out somewhere, but **Pauline** is also planning for an upcoming trip to Scandinavia. You go, girl !!

Future DG Bob Rogers recently travelled to Evanston, Illinois, home of Rotary International. He visited HQ, seeing the Board Room, he saw where **John Blount** sat, and even sat at Ravi's desk for a moment (shhhh... don't tell!). He was also surprised to see an impressive display of Arch Klumpf Society donors.....



where he recognized one of the donors as our own **Henry** and **Patricia Alker**. The Arch Klumpf Society honors people who have pledged to make a bequest gift of \$250,000 or more. **Bob** decided to pass his \$35 fine to **John Blount** for his RI Directorship.



Gene Nelson went fishing – and took another one of those pictures where the perspective makes the fish look larger than it really is. But, NO, he protested, it was a 6 + pounder! Fortunately, **Ron's** perspective didn't make his fine look any bigger.....just \$35.



Tim Moore, who has been spending time building a cabin in Tahoe, was finally at a meeting where **Ron** could fine him! He was fined \$5 for his anniversary, but when **Ron** found out that he and **Mary Ann** had celebrated their 35th, he decided that a more appropriate amount was \$35.



Then he asked what they did for their anniversary, and **Tim** said they had gone to **Paris** – AND **Morocco**! WOW! He had a couple of photos to share, and the one of the Tree-Climbing Goats was the best! **Ron** didn't buy it. But when he tried again to fine **Tim** \$35, **Tim** said that he should also ding **Meredeth**, who was along for the trip! OK.....\$35 for **Meredeth**, too.

🍎 The Raffle 🍎

After all that excitement, and debate about whether goats could climb trees with cloven hooves, **Ron** pulled a Raffle ticket, and **Mel Davis** had the lucky number! **Mel** was supposed to find a Three Musketeers, but came up with a full-sized TWIX! Wait; there aren't TWIX on the Board! So **Mel** got to keep the TWIX – AND all the other candy in the bag as well.





Rick Nowlin, Wells Fargo Center for the Arts



Barbara Beedon introduced Rick Nowlin, Executive Director of the Wells Fargo Center for the Arts. Rick joined WFC in 2007, after serving as President and CEO of New York's Rochester Philharmonic Orchestra for 11 years. He was accompanied by Kyle Clausen, Marketing Director for Wells Fargo Center for the Arts.

Rick explained that the center was originally an idea that the Santa Rosa City Council and Chamber of Commerce came up with – as a site for an Arts Center, for the SR Symphony, and other civic needs. They found a large Church complex north of town that was available, and created the Luther Burbank Memorial Foundation to raise the needed funds to purchase it.



It was operated as a non-profit performing arts center from 1981-2005. Tenants included a church group, an art gallery, and a day care center. It was used for Chamber of Commerce meetings, large gatherings and a variety of entertainment performances.

In 2006, Wells Fargo became the largest corporate supporter, and was granted naming rights, and the complex became the Wells Fargo Center for the Arts.

While it is a performance center, it is also still a community-based organization. The SR Symphony continues to play their amplified performances here. But while stage productions and music performances are still how most people know them, the center has a wide variety of programs.

Rick then showed a video which detailed more about their programs, as well as some of the entertainers who help support their operations. Rita Moreno is a good friend and supporter of the center, and narrates the video, which tells more about their focus on “educating through the arts” through a variety of programs that support core curriculum, and that have ties back to classroom studies, such as:

Target Literacy, which gives 3rd grade students a book, then they see a performance that interprets that work, which melds performance art with literacy, and shows children that there is a future beyond the book.

Professional Development, which brings in teaching artists from the Kennedy Center as a resource for teachers, showing how art enhances learning, through things such as dance, music, spontaneity.

Arts in Schools program gives children an opportunity to learn hands-on skills directly from artists, and showed an example of children learning the Hoop Dance from a Native American teacher.

The Instrument Lending Library, called Music for Schools, lets 450 young people borrow instruments from the center every year, as a way to learn self-expression and escape family hardships as they explore their creativity.

PE Rick Wilson quoted Jorge Zambrano, who said “give a child an instrument, and they don’t pick up a gun.”

The film ended with a call for support, noting that The Wells Fargo Center is a gift to the community, with access and opportunity for everyone and it is a non-profit which continues to need our support. Donors who give back to their community make the world a little better. It ended with their tag line: “Wells Fargo Center for the Arts, Enrich. Educate. Entertain.”

Mostly, Rick wanted everyone to realize that the WFC is still a *community-based* non-profit, which continues to need direct community support, separate and above performance income. On an *operating* basis, ticket sales represent 50% of public funding. Membership is next at \$50K, or 30%, coming from 3 million charitable individuals and businesses, many of which are small family concerns. They have a small income from facility rentals and investments.

But they also have to pay out 85-90% of gross revenue from performances to the artists, their room rentals represent a small contribution to the center, and they have seen competition from the Green Music Center, Casinos, and other performance venues, which make it more difficult to secure bookings of artists with a large following.

The impact of Sutter Hospital's new campus has been positive, with 25 acres of WFC land sold to them. There was some impact on things like wedding bookings during construction, but overall, Sutter has been a great neighbor, and future plans include creating a "healing area" sculpture garden between the two facilities.

Realizing that the building was originally built and used as a Church center, there were a HUGE number of improvements and renovations that needed to take place to turn it into a world-class performance venue. The \$3.13 million renovation in 2013, largely funded by the WFC naming rights funding, addressed the seating, taking out pews and replacing them with individual seats. The balcony seats were fixed, and have remained, but stair railings, lighting and covers have been upgraded. They also improved sound deadening and upgraded amplification. Those changes alone brought a 40% increase in ticket sales. The floor seating is also removable for events that prefer to have space for a standing audience, which increases the theatre capacity to 1,600-2,000.

They also did a lot of removing – taking out things that were integral to church functions, but got in the way of changes needed to make up a working theater, such as the grand piano storage box, the pulpit area, choir risers, organ sound system.....and the baptismal fount. The stage gained 300 sq feet of additional space, sight lines are better, and they have a loading door, so sets and grand pianos don't have to be brought in through the lobby.

Future plans? They have experienced a 30% increase in donations, but Phase 2 renovations will cost about \$3.5 million, and will put in elevators on the outside of the building, so stairs won't be the only option for getting upstairs. It will also increase their accessibility issues. Phase 3 will include things like the shared sculpture garden, the outdoor tent venue, new asphalt, and more sculptures in the existing garden. Phase 4 will address a new roof, HVAC system, creating a reserved parking lot area, and upgrades to their ticketing system.

The future looks bright, and their bookings are increasing in diversity and in prominence and edginess of some of the performers coming in the near future, such as the outrageous Eddie Izzard, and Dave Chapelle, both of whose shows have already sold out.

🍎 The Final Bell 🍎

As time was running out, **Ron** released the group, and the meeting was adjourned.

🍎 Next Week's Program 🍎

Next Week's Program is our annual "Overcoming Obstacles" program, which is always a sell-out! This program is a great way to highlight some of the important work we do in the community, and is an excellent opportunity to bring a guest – especially someone who would be a good addition to our Club Membership!

🍎 After the Final Bell 🍎



Rotarians Taking Action

Here are Rotarians taking action at the April 11 workday at Laguna Environmental Center. The following Sebastopol Rotarians completed construction of a Children's Discovery Garden: **Greg Gill, Linda Johnson, Tom Lambert, Jim Passage, Ron Puccinelli, Bob Rogers, Dave and Nan Still, and Jerry Warren.**

The Children's Discovery Garden is a space for children to explore on their own in a safe environment where they can connect with nature and natural elements. They can climb on logs, rocks and berms, look under rocks and dig. In short, a place for hands-on nature plays.



Interactors Taking Action

On April 11th, the Analy Interact Club got together to help with the Sonoma County Medical Association Alliance and Foundation's Teddy Bear Project. They wrote encouraging and thoughtful notes that they attached with ribbon onto teddy bears.

The bears will be given to children in the hospital with hopes of decreasing the anxiety of undergoing a surgical procedure and to assist in their recovery. This program was made possible with a grant from the California Medical Association Alliance Foundation. It is an amazing program with a great cause, and the Interactors were thrilled to assist.

Teacher Mini-Grants

Since its inception in the fall of 2002, the Sebastopol Rotary has distributed nearly \$210,000 in Mini-Grants to local teachers.

Grant Size: \$50 to \$500 maximum.

Qualifications: Any teacher working in a public or tax-exempt private school located within the boundaries of the West Sonoma County Union High School District.

Deadline: April 17, 2015.

Submit application using this [link](#) for consideration.

Questions can directed to Michael Hixson at mikehixson@comcast.net



[Finishing what Jonas Salk started](#)

This Sunday, 12 April, marks 60 years since Jonas Salk's inactivated polio vaccine was declared "safe, effective and potent." We are now in a better position than ever to eradicate polio, but we have a narrow window of opportunity to advance on our progress and achieve a polio-free world. Find out what you can do to help.

- [Read "Finishing what he started"](#)
- [Watch a video from Voice of America](#)
- [Download graphics to share on social media](#)
- [Join a discussion on ending polio](#)

END POLIO NOW

Meeting place

Why these Rotary members can't stop attending conventions

Phyllis Jane Nusz, a past district governor from California, USA, attended her first Rotary International Convention in Glasgow, Scotland, in 1997 as an incoming club president. “I have never stopped going since,” she says. “It was amazing to see people for the first time from all over the world -- the different languages, dress, and food. But we all had the same dedication to Rotary.”

- [Read about the benefits of attending convention](#)
- [Read a blog post from a frequent convention attendee](#)
- [Register for São Paulo](#)

Our partners

Rotary Day at UNESCO

Rotary has a long history of working with UN bodies and NGOs worldwide to promote peace and advance humanitarian causes. For UNESCO’s 70th anniversary, Rotary members and Rotaractors from 20 countries took part in a special Rotary Day at UNESCO in Paris. The event concluded with the signing of a declaration reaffirming Rotary’s commitment to sustaining peace through cultural understanding.

- [Read more](#)
- [Read about Rotary’s partnership with the UN and other organizations](#)
- [Read “Bond with the United Nations enhances Rotary’s visibility and resources”](#)

REGISTER FOR CONVENTION BY 31 MARCH & SAVE

Don’t miss your last chance to save on registration fees for the Rotary Convention, happening 6-9 June in São Paulo.

- [Register by 31 March to save](#)
- [Buy your tickets to the Rotary Carnival](#)
- [Get others to join you with these social media promotions](#)



SEE WHAT HAPPENS WHEN WE WORK TOGETHER

Rotary’s 2013-14 annual report shows what we can accomplish when members are active in their clubs and service projects.

- [View Rotary’s 2013-14 annual report](#)
- [Download the report](#)
- [Learn how to engage your members](#)

New hope in the fight to stop Alzheimer's

Alzheimer's disease affects more than 5 million people in the United States. Now there is new hope of stopping this withering disease. The work of the nonprofit Cure Alzheimer's Fund and Rotary members around the globe is increasing the potential for breakthroughs in prevention and treatment.

- [Read The Rotarian's cover story, "Slow fade"](#)
- [Watch a video about a care center Rotary members established in France](#)
- [Browse Alzheimer's projects on Rotary Showcase](#)

Resources & reference

[Rotary Voices: Stories of service from around the world](#)

[Rotary Leader: Helping club and district officers achieve success](#)

[Rotary Images: Download photos to use in your club or district publications](#)

Rotary Weekly brings you the latest Rotary news, features, and resources. Use this content in all of your Rotary communications, including club or district newsletters and websites.

Send questions to website@rotary.org. Share comments on [Rotarians Worldwide discussion group](#).

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