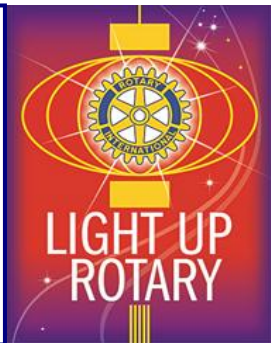


The Appleknocker *Sebastopol Rotary Club's Weekly Bulletin* Dave Mitchell – Pt. Reyes Lt. – Small Town News



Date: February 20, 2015
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Scribe: Harvey Henningsen
Photog: Jerry Warren, HH
Co-Editors: Tom Boag / Jack Dunlap ☑: The Dilleys
Club President 2014/2015: Ron Puccinelli



"All the News that Fits We Print" – filtered through the mind of HH

Before The Bell



What a change in the weather from last week. Why, it seems only a week ago it was short sleeves weather...Today, it's Pea-Soup weather, driving through mostly-grey-soup to get to the Roto-Palace. Passing through the sacred palace's mighty doors, I noticed that there are fewer Rotarians present. **Mark Fink** is missing from the treasurer's seat. **Black-Jack-Blasco**, Cal Worthington's long lost Son, has taken over the \$\$\$-duties for the day, so I say "Hi-Jack" hoping no T.S.A. agent is close by. **Your Humble Scribe** finds a location with a good vantage point of the palace doings, dumps his camera and notepad at his self-assigned seat, & heads for the chow line. Today's fare is taco-day and it looks delicious. I ask for a taco but "hold the shell". There! Now lunch is starting to look like a meat-n-potatoes meal that the likes of **Bud Daveiro** & I can appreciate. **Ace Photog Jerry Warren** waves the Roto meeting outline at me and encourages me to go to **Pres. Pooches** podium to get my copy. I go to the podium and pick up the only copy that I can see... I hope **President Pooch** has another one for himself... Otherwise he's going to be winging it again this week – except, this time, he may be wingen-it-alone.

At The Bell



Pres. Ron strikes the **Sacred Bell** at precisely 12:15pm and calls the meeting to order. **Our Esteemed Roto Leader** called **Steve Prandini** to the floor for the flag salute. Surprisingly **Steve** had memorized the pledge and led us in a rousing affirmation of our patriotism. Our **Roto Leader** then called my tablemate, **J.T. Martin**, to lead us in the song "America."



If there were ever a contest to see which Rotary club can sing the best we would surely win hands down... Really, it was like listening to the Mormon Tabernacle choir only you couldn't hear a pin drop; well maybe you could hear a dewdrop or lemon drop.

🍎 Future Programs 🍎

February 27, 2015

Speaker: **Jim Wieschendorf**
Program: **SRJC-Rotary Leadership Program**

March 6, 2015

Speaker: **Keller McDonald, Sally Ewald**
Program: **Teacher Awards**

March 13, 2015

Speaker: **Harry Simms**
Program: **Metabolic Diseases**

March 20, 2015

Speaker: **Larry Ford**
Program: **High School Speech Contest**

March 27, 2015

Speaker: **Ron Lindenbusch, Lagunitas Brewery**
Program: **Community Involvement**

🍎 Future Events 🍎

Fireside Chats – March TBA

Friendship Dinners

March 14, 21

District Conference

April 23rd – 26th

Sebastopol Golf Tournament

April 27, 2015

🍎 Handy Links 🍎

Pinot for Polio Form
Sebastopol Rotary Website
Community Grants Application

🍎 Miscellany 🍎

Next Board Meeting

Date/Time: Wednesday, Mar. 12th, 5:15 p.m.

Location: New!! Vanguard Properties Office
The Barlow in Sebastopol
6790 McKinley Street Suite 120

MAKEUP NOTIFICATIONS – jcblasco@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 !!!



Next on **President Pooche's** agenda was the thought for the day. **Pres. Ron** called on **HH** to give a thought for the day. Holy cow that's me! I need to put down my

notepad and think of a thought for the day. I'm thinking to myself, "How can I take notes of what I'm saying and say it at the same time?" Deciding to muster all of the multi-tasking ability I have, I push on....Aligning with our present-day concerns about lack of water or too much water. The first quote was from Samuel Clements (Mark Twain), who, in the late 1800s, said

"Whiskeys for drinken, water's for fighten!"

The second thought for the day came from your scribe's life-lessons which have led to great experiences and wonderful adventures and lots of fun... but, sometimes, this mantra doesn't always work out.... It goes like this:

"Have fun.....Don't get hurt.....Don't get caught!"



🍎 Visiting Rotarians & Guests 🍎

Pres. Pooch asked for Rotary guests to make their presence known & the kingdom they hailed from. They were Bill Fisher from the Santa Rosa West, John Hazlett from Healdsburg, Gay McFerrin and Barbara Barney from the



Sebastopol Sunrise and George Maybee from a faraway kingdom, Commerce City, in Colorado. We were also blessed with Her Queen-ship, DGE Erin Dunn, hailing from a kingdom from the North, called Fortuna Sunrise.



Scott Spyrka was guest of clubmember-**Katie**.



Announcements

137th Annual Golf Tournament

Richard Petersen announced the May 27 127th Annual Rotary golf tournament. It will be at the Santa Rosa Golf and Country Club. Our club needs a minimum of 40 players to make this tournament work with an unlimited number up to 1,000 Rotarians. This year's Tournament of Champions has a rich 157 years of triumphs & despair. Who could forget Bruce Harding teeing off in 1857 at our inaugural tournament? He addressed the ball at the first hole and hooked it, or was it sliced his ball right into the window of Lee Farris' home? So far, we have a foursome made up of **Frank Mayhew** and his **three Mystery Partners**. It looks like we only need 36 more players to meet the minimum, or 996 more Rotarians & friends to meet the *Maxima-nirvana*. Our **Exalted**



Leader Ron then called upon DGE Erin Dunn, our most exalted esteemed high priestess of Rotary District # 5130. The Exalted Erin told us about the upcoming Rotary District Conference in Ukiah on April 24 through the 26th.



CRABS, CRABS, CRABS.....1,000 of them Hot-Tubbin-at-once.



The next item up on the Roto agenda was reviewing our successful crab feed. **Ricky Wilson**, (not to be confused with **you know who** of Harmony Supply with the erroneous, oft-rumored offer of 75% off on supplies for your ecological landscaping needs) was called up to the podium. (Note: Your scribe has been trying to get a rise out of **Rick Williams** for 3-weeks now.... He still does not know about this suspect offer. Is there a fine for not reading the Roto-rag? I digress. **Ricky Wilson** talking in his best presentation voice told us that our crabs exceeded his wildest dreams! **President-Elect Rick** then gave us a 2016 teaser of something like a quarter of \$1 million next year! What can that possibly mean? Could Bill Graham be coming back to help us next year? No, it will be his protégé,

Ricky-W! **Rick** went on to praise the leadership and organizational skills of **Naohiko Noguchi**, better known to us as **Nao**.By golly, **Nao** was the chairman of the whole crabby event!!! (In the future if Nao is ever a chairman of another event we could call him **Chairman-Nao**.) **Nao** thanked all those participating in the event he said that the revenues from the crab feed were the highest ever...however he said that the expenses were also the highest ever with crab prices being very expensive this year. When all was said and done, we netted \$15,000 from this fun event for upcoming Teacher Mini-Grants in 2015.





Nao went on to thank the ticket sales volunteers, **Aldean** and **Dorothy**, the advertising people, **Bob Rogers** and **Rollie Atkinson**, the kitchen staff, the wine stewards, the Interactors who set up and cleaned the dining hall, **Dan Davis** for the bar, **Bob Cary** for the decorations, Interact for the table decorations, and all of those who cracked crabs. **Nao** was especially thankful those that stayed after for cleanup. **Chairman Nao** thanked all the crab crackers and cleaner uppers, and well, you need to go to last week's AppleKnocker to see all of the names of those involved.



The interactors received \$2,600 in tips.....\$200 of that money will go to Hillcrest school and the remainder of \$2,340 will go to Analy.

Bob Hirsch, one of our Interact sponsors, gave an update on the Analy Interact Club. He talked about their money raising events this year and he gave a big thanks to **Mike Ferguson** for his ongoing donations of guard services for all of the Interact dances over the years. Thank you **Mike**, Way to go! Okay **Pres. Pooch** is back on the mic again. He said that one of the awards that our club got this year was Youth Services to others. It's an Interact award and **Pres. Ron** presented the award to another of our interact leaders **Pauline Pellini**. As usual, **Pauline** was cute and effervescent with her enthusiastic reception of this award.



P

res. Ron – being on-a-roll – then called **Greg Jacobs** to the microphone. **Ron** and then **Greg** traded affirmations about all the words that have been written to describe our “Learn to Swim program.” **Greg** says the program only works with an adequate amount of adult volunteers. The Learn

to Swim program is looking for volunteers from within the Rotary club or from interested adults outside the club. Please consider volunteering for a shift and please consider friends and neighbors who might benefit from helping to teach a child how to be safe in water.



Our new club member, **Jim Passage**, has volunteered to head up a District 5130 Grant called “Lighting Up Lives in Long Term Care Through Music.” How very cool that our new member **Jim** has taken on the chair roll to bring memories back to people suffering from memory loss. This program was recently featured in a Press Democrat story. It seems that familiar tunes help people struggling with memory loss associate the music with past memories. **Jim** told us that this program helps bring back memories by finding out what long term care people's favorite music is and then recording it for them. It seems to help them remember.

"I hope I remembered that correctly."



Okay **Pres. Pooch** is on a roll now... he brought us up-to-date on Board of Directors business. The Board approved a pot of gold worth \$38,230 for the Community Grants Committee to spread throughout our community. This does not include the above-mentioned moolah for teachers' mini grants, raised by the Crab Feed. The board also approved \$16,384 for our World Community Service Committee (International) to spread throughout the world...Pied Pipers that we are :-)

The board agreed to participate in a Career Fair at Analay High School on March 24. **Linda Johnson** pitched the event. The career day planning committee is looking for 60 participants, covering an array of disciplines.

The board approved Marie Blasco, not to be confused with **Jack**, as "a Friend of Rotary." A-close-to-final-report on the Great Gatsby Fundraiser noted that our club's net profit was \$87,149 from this event! **Pres. Pooch** noted that the attendance was down but the expenses were down as well which led to a higher profit margin. The Board approved a Roto-work-day at the Sebastopol community center. The Board approved purchase of video equipment for the Roto-AV-team.

Pres. Ron then got serious and emotional as he discussed the membership issues including a lack of applications... He asked what the maximum that our club can have is. What is the minimum? ... These are very deep questions but **Pooch** did not provide the answer to either end of the equation. For instance, it seems to describe that 1,000 members might be a bit high.... Good-Golly-Miss-Molly would we have time for visiting Rotarians if we had a club that big? **Pres. Ron** asked just what it was that drew us to Rotary. He asked if it was giving back to the community. He equated giving back to the community with building one's self-worth and he asked all of us to examine our areas of interest and then examine the avenues of service available in our Rotary club. There is a great range of choices of service in our club and each of us should find what we do best at and serve in that area. The question **Your Scribe** has is, "How does a club of mostly **old farts** attract younger members? Maybe an additional club motto such as Have fun, don't get hurt".....No, that probably won't work well. The minimum amount of club members... that's a question that we should all ponder what is the minimum that will allow this club to operate. So, ladies and gentlemen, ponder those questions and let's discuss it at a future meeting.



Recognitions



Birthday

Oooops, it looks like **Pres. Ron** is running out of time before our guest speaker's program starts... **Pooch** quickly calls **Rollie Atkinson** for a February 11 birthday. **Rollie** was asked what he did for his birthday. With sad downcast eyes, **Raleigh** said that he was scheduled to have a birthday luncheon with Gov. Jerry Brown... Sadly, Jerry stiffed **Rollie** and **Rollie** ended up eating oysters and drinking whiskey (Jack Daniels I hope) by himself. For **Rollie's** next birthday **Your Scribe** has volunteered to go to lunch with him and promised I would not turn him down, but it'll be Dutch treat!



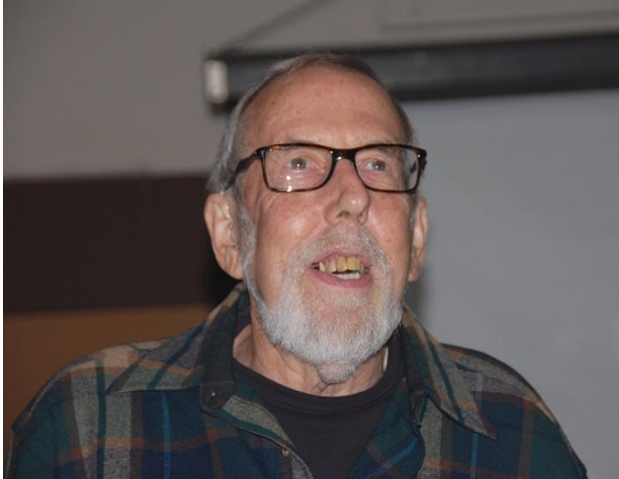
The Candy-Land-Wheel-of-Fortune



Holy smokes, the clock is ticking down and **Pres. Pooch** doesn't have the gooey-sticky-chocolate-wheel-of-fortune thingy done. **Jim Pacatte**, not to be confused with **Jim Passage** held the winning ticket #. ... (Sorry, there was a spider crawling across my table and I neglected to notice what he won.) I do know that when **Gentleman Jim** reached into the sticky bag of chocolate bars, he did not match up the unknown candy bar in his hand with the unknown second bar that he pulled from the bag -- so **Jim** walked back to his table with two semi-melted unknown candy bars.



The Program – Dave Mitchell – Small Town News & Big Rewards



So the Academy orchestra music is softly playing in the background reminding **Pres. Ron** that he's now into the speakers time.....**Pres. Pooch** calls **Rollie Atkinson** up to introduce our speaker for the day.

Rollie, the stood-up-birthday-boy introduced us to David Mitchell. While I did not get the details of **Rollie's** introduction, his respect for David & his accomplishments were quite evident. Rollie said to the effect, what David has accomplished in his career is what Journalists dream about. (Personally, I'm saying that Rollie, my hometown hero, gets the big "P" while he's still in the vertical state of being. **Rollie** introduced Dave Mitchell, the former editor of The Point Reyes Light newspaper and 1979 winner of the Pulitzer Prize for Journalism. David has received 108 awards during his 27 year tenure at the Point Reyes Light.

In 2014, he received the International Society of Weekly Newspaper Editors highest honor for career achievement as the editor of a weekly newspaper the Eugene Cervi Award. He is a **Stanford Graduate...** twice;.....What's the deal? Did they hold him back the first time? David was editor of the Sebastopol Times from 1973 to 75 during **Norm Stupfel's** Roto-Presidential term of the Sebastopol Rotary club. It must've also been the time of the infamous Ernie Joiner's ownership of that paper. Ernie was famous for instigating anger with his readers to increase the subscription readership. Ernie was also famous for keeping a bottle of Jack Daniels either in his second or third drawer of his desk. It has been said the more the people got mad at him the more papers he sold. For those of you that knew Ernie, he was very liberal and used to anger the conservatives... Okay I'm just kidding about that. David Mitchell also spent two years at the San Francisco Examiner covering guerrilla actions and turmoils in Guatemala and Central America. David has just finished a book that we did not get to hear about or see, but there were a stack of them at the greeting table. Dave started his program by reading a police log from the 1950's era and it produced many chuckles. David gave us a recap of his history with Synanon, a semi-religious drug rehabilitation cult that existed in California in the 1970's. In his investigation of Synanon, he dealt with police and witnesses from all over the United States. Dave then passed a picture of Charles E "Chuck" Dederich, the founder of Synanon. On October 10, 1978 members of the Synanon cult placed a 4 foot rattlesnake in attorney Paul Morantz' mailbox as a threat and that was the beginning of the cult's downfall. Shortly after this event, the I.R.S. brought suit against Synanon for non-



payment of \$17 million in back taxes. This litigation essentially broke the cult's financial back and in 1991, Synanon was formally dissolved. Dave talked about Dederich and of his past.

During the course of his investigative reporting of this cult David and his wife were sued for \$17,350,000 in by Synanon [Synanon eventually paid \$100,000 to end the libel suit. -Ed.] **Your Scribe** knew David about 40 years ago and it was great to see him again still creating and practicing his craft. Sadly, Roto-time ran out but there were still many unanswered questions so it was decided those that needed to leave could leave and those that wanted to stay would.



The Final Bell

With that, **Pres. Puccinelli** tapped the sacred bell and members of the congregation slowly drifted away.....hh

RI READING: Rotary Weekly - SF Club Recipe for Success CLICK HERE TO GO TO RI WEBSITE



20 February 2015 | A roundup of Rotary news



San Francisco club has a recipe for success

The Rotary Club of San Francisco Evening has succeeded at attracting and keeping young professionals by listening to what its members want. The club meets at a wine bar in the evening and holds a social event once a month in place of the regular club meeting. It's an example of how successful clubs continually monitor their activities to make sure they're offering what members want and expect.

- [Learn more about the San Francisco Evening club](#)
- [Read a blog post about what young professionals are looking for in Rotary](#)
- [Download club assessment tools](#)

CONNECT FOR GOOD

Celebrate

Celebrating Rotary's 110th anniversary and 30 years of PolioPlus

This year marks both the 110th anniversary of Rotary and 30 years of our campaign to rid the world of polio. Rotary members have contributed to the campaign in some extraordinary ways, including Joe Pratt's daring climb of Mount Everest to raise funds for immunization efforts. How will your club celebrate Rotary's anniversary and this milestone in PolioPlus? Send photos of your club's celebration to blog@rotary.org to be included in a special gallery.

- [Read more about Pratt's summit adventure](#)
- [Browse polio awareness efforts on Rotary Showcase](#)
- [Join a discussion on ending polio](#)



Share Rotary

The importance of telling Rotary's story

Nisha Kotecha, a member of Rotaract in the United Kingdom, explains why it is critical for clubs to tell the public about the good work they are doing in their communities. Kotecha says her life and hundreds of others have been changed by one of the largest clubs in London. But outside of Rotary circles, the club is not widely known.



- [Read Kotecha's post](#)
- [Visit the Brand Center for help telling Rotary's story](#)
- [Read what RI Director-elect Jennifer Jones had to say about Rotary's brand](#)
- [Exchange ideas with alumni](#)

MY ROTARY: YOUR CLUB RESOURCE HUB

Make a New Year's resolution to take advantage of Rotary's online tools! Go to [My Rotary](#) to find time-saving resources for all your club needs:

- [Rotary Club Central: Check your progress on club activities and plans and add accomplishments!](#)
- [Brand Center: Create promotional materials with our latest branding tools](#)
- [Rotary Ideas: Find donors, partners, and volunteers for your projects](#)



ROTARY PEACE SYMPOSIUM: 4-5 JUNE

Plan now to join Rotary Peace Fellows, alumni, and Rotary members in São Paulo for this special two-day event.

- [Follow us on Facebook for updates](#)
- [See our lineup of speakers](#)
- [Register today](#)

Announcements

Enter the photo contest to win a digital camera

Do you have a great shot from a club project or fundraiser? Enter your photos in The Rotarian's annual photo contest for a chance to win a digital SLR camera with lens. Learn how to enter and catch up on these other Rotary announcements.

- [Enter the photo contest](#)
- [Learn about the Innovative and Flexible Rotary Club pilot](#)
- [Take a course in the Learning Center](#)
- [New Rotary Foundation Trustee selected](#)

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](#).