



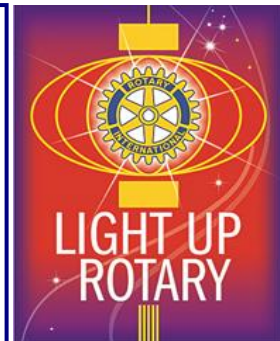
# ***The Appleknocker***

## ***Sebastopol Rotary Club's Weekly Bulletin***

**Ron Lindenbusch – Community Involvement**



**Date:** March 27, 2015  
**Volume** 2014/15—Issue E13-35  
**Scribe:** Tony Given  
**Photog:** HH  
**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 **Pooch Man** brought down the hammer at approximately 12:15 P.M.



**Dorothy Rodella** started us off by honoring Old Glory.

This was followed our very own **Music Man, Keller McDonald**, leading in a very enthusiastic rendition of *This Land is Your Land*.



**Jerry Warren** gave us several thoughts for the day, a fitting follow up to last week's speech contest's subject on Authority: Respect, Question, Defy.

- Absolute authority -- my father looked me in the eye and said, "Because I said so."
- My mother taught me anticipation -- she shook her finger at me, "Just wait til your father gets home".
- My father taught me irony -- We were in a five and dime and he whispered in my ear, "Keep crying and I'll give you something to cry about".
- And lastly, my mother taught me about religion when she said, "You had better pray that that comes out of the carpet."

"Maybe views on authority differ by generation. "

## 🍎 Future Programs 🍎

**April 3, 2015**

**Speaker:** Erin Sheffield, Farm Chair  
**Program:** Luther Burbank Gold Ridge Experiment Farm

**April 10, 2015**

**Speaker:** Rick Nowlin, Executive Director  
**Program:** Wells Fargo Event Center: A Historical Perspective

**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 Medvgy  
**Program:** Prop 47 & How Prison Overcrowding will impact Sonoma County

## 🍎 Future Events 🍎

**Friendship Dinners**

**March 28**

**District Conference**

**April 23<sup>rd</sup> – 26<sup>th</sup>**

**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, Apr. 9<sup>th</sup>, 5:15 p.m.

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

**MAKEUP NOTIFICATIONS – [jcblasco@comcast.net](mailto:jcblasco@comcast.net)**

**On-line Make-Ups: [www.RotaryEClubOne.org](http://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 🍎

Well as I live and breathe, I looked up and there he was **Bud Daveiro**, AKA **The Bud Man** -- I thought I was in a time machine -- welcome back **Bud**.

**Bud Man** introduced Linda Sinkay, Assistant District Governor,



Terry Kelley, Non Profit, and

Paula Paige -- all from Sebastopol Sunrise.



**Pauline Pellini** introduced Jesilyn and Cathy, Interactors from Brookhaven.



**Mel Davis** introduced his son Matt, a Physics Teacher at the JC,





**Diana Rich** introduced Allyson Stewart, Chairwoman of the Sebastopol Community Cultural Center,

**Linda Johnson** introduced Michele Kimble, a writer.

**Jerry Warren** introduced PP of Sebastopol Rotary (2001-02), and one of everybody's favorite people, Russ Cunningham. Russ got tired of the gophers in Sebastopol, and sold his vineyard and moved to Walnut Creek in 2009, he has just received the keys to a new home in Oakmont – welcome home.



**Jack Dunlap** introduced his friend Ruth Loy.

In an apparent attempt to enhance the Club's Treasury, **The Pooch Man** attempted to ding **PP Edwin** Wilson for not introducing **Diana**, his wife. **Edwin** pointed out that **Diana** is a member of Rotary, with a classification Friend of Rotary and had specifically instructed **Edwin** not to introduce her – sorry Ron, no contest. Now one would expect a former City Treasurer to be aware of situations like this -- or on second thought maybe not -- some people will do anything for money.

## 🍎 Announcements 🍎

For the Rotary Golf Tournament April, 20, we have 20 people signed up already and we need 40. The **Pooch Man** said he is signed up and looking for partners, he promised he would not use his foot wedge.

**Tom Lambert** mentioned that our club is helping the Laguna Foundation to create a Children's Discovery Garden and Playscape where kids can explore and have fun outdoors. About 20 Rotarians, family and friends are needed to complete the Playscape. The work day is scheduled for Saturday April 11, from 9 am till noon at the Laguna Environmental Center, 900 Sanford Rd. -- off Occidental Rd. For more info contact **Tom Lambert**.

An SOS is still out for more instructors for the Learn to Swim Program. Let's just do it.

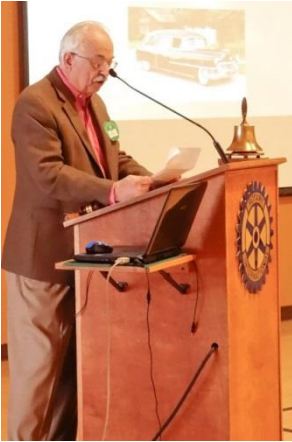


Allyson Stewart, **Diana Rich's** guest, stepped forward and announced that the Sebastopol Community Cultural Center is looking for businesses to participate in the Teen Job--Readiness and Employment Program. Anybody interested call Allyson at 823-1511.

Our last friendship dinner this year will be Saturday March 28. The first dinners held on March 14 and hosted by **Pooch** and **Jack Blasco** were very enjoyable and gave Rotarians an opportunity to relate and enjoy their company and comradery on a different level. The Friendship Dinners were initiated in 2002 by PP Russ Cunningham one of our honored guests today.



## Rookie Sketch



**Jim Passage** was born in December of 1940 in Buffalo, New York; he has an older sister and a younger brother. **Jim's** family was simple and old fashioned, his father was an accountant and believed in healthy meals, being clean and orderly, and sharing chores. **Jim** spent a lot of time pulling weeds, shoveling snow (you know there is a lot of snow in Buffalo), mowing lawns, picking strawberries, and delivering newspapers.

Having received a full tuition scholarship from the Michigan Alumni Club, in Buffalo, **Jim** enrolled in the University of Michigan in 1958 majoring in Civil Engineering. During this period **Jim** joined a small fraternity and enrolled in ROTC. Influenced by his strong work ethic **Jim** had several jobs through college. One of **Jim's** jobs was working at a liquor store, which made him BMOC (Big Man on Campus).

His life changed drastically when he met his first wife at a party they fell in love and were married in 1962. With a lot of help from his professors in finding jobs and student loans **Jim** was able to finish his undergraduate studies in the spring of 1963. **Jim** was recruited by the State of California as a Civil Engineer and with his wife and first daughter (born in November 1962) moved to The Golden State and started work as a Junior Civil Engineer for the Division of Highways in San Francisco.

**Jim's** second daughter was born in November 1963. **Jim** became a licensed California Civil Engineer in 1967 and eventually left the Division of Highways to become a design engineer for a private firm. **Jim** and his first wife divorced in 1971.

While folk dancing at the Mandala Club in San Francisco, **Jim** met his second wife **Celine**, they fell in love and were married at the Casa Madrona Hotel in Sausalito in November 1974. Celine suffers from dementia and is a resident at the Primrose in Santa Rosa.

**Jim** is a volunteer at the Burbank Farm, he learning to play classical music on the piano, and volunteers as "Read to Me" tutor -- **Jim** also enjoys English Country Dance. **Jim** and his two daughters are very close. His oldest daughter Jill is married and teaching High School in Minnesota and his youngest daughter, Cathy, is also married, has three lovely daughters and lives in Park City Utah.

[Thanks **Jim** for sharing such a great biography –**Scribe**]



## Recognitions



**Nao Noguchi, Barbara Beedon, and Charlie Lippert**, who was sitting in for hubby **Bill** who is deep in the heart of taxes, were dinged \$5 for adding a few more gray hairs.



**Russ Tighe** parted with \$5 for his Feb 6, anniversary.



**Harry Polly** was relieved of \$35 for his RV trip to Phoenix to visit the SF Giants Training Camp where he met up with fellow Rotarian **Brad Benedetti**. The stay in Phoenix was shortened because of a stopover in Bakersfield to remedy some RV problems.



**Paul Yeomans** parted with \$35 for a fishing/whale watching trip he took near Puerto Vallarta.

## The Raffle



Our guest speaker made the draw and the holder of the winning ticket was **Bob Rogers**. **Bob** spun the wheel and landed on the winning Rotary Logo. This meant an instant win without having to draw the right candy.

## Ron Lindenbusch – Community Involvement



**Nao Noguchi** stepped up to the podium to introduce our guest speaker Ron Lindenbusch. Nao met Ron Lindenbusch 13 years ago when Nao's daughter won a silent auction item which was a beer tasting and brewery tour at Lagunitas. Since then Lagunitas has been supplying beer for Taiko events and fundraisers that Nao was involved. Ron grew up in St. Louis and moved to California in 1984, where he discovered a craft brewing scene the likes of which Missouri had never seen. Ron found his way into the craft brewing scene via the restaurant business. He began pushing beers such as Acme and Grant's as these pioneers were making their first splashes in the mid-80s. He left the corporate restaurant business to run the Tavern at the Hopland Brewery-- the first brewpub since the prohibition. Tony Magee founded Lagunitas Brewery in 1993 and Ron joined him to head up the marketing and distribution side of the business. They had an unconventional approach and developed an anti-marketing plan that focuses on relationships and having fun.



To start off his presentation Ron mentioned that the relationship between the hops and barley farmers and the craft brewers is extremely important, it is good for them to know the price they will get for their crop and good for the brewery



to know the price they will pay for their key components. Some years the farmers could get a better price on the commodity market but when prices are very low they face serious losses. Lagunitas makes sure the deal is good for the farmers and for the brewery. At the end of every harvest the brewers and the farmers have a big get together. Lagunitas purchases hops from Yakima Washington and barley from Alberta Canada.

Since Americans have learned to enjoy beers with different flavors and alcohol content, the industry has experienced substantial growth. In 2013 the industry realized an 18% growth in volume and a 20% growth increase in retail dollar value. Craft beers account for 7% of all beer sales. Lagunitas is 5th in size among craft brewers. In February of this year they were #1 among all beer producers in the sale of 12 packs in grocery stores. In the mid 2000's Lagunitas sales were 27,000 barrels per year -- in 2014 they produced over 250,000 barrels. Their facility in Petaluma can produce up to 600,000 barrels per year.

Because they were spending \$150,000 per month shipping beer east, they decided it makes sense to build a brewery in the East, currently building a facility in Chicago. They chose Chicago not only because it is a transportation hub but also because they have a consistent supply of good quality water being close to Lake Michigan. One of the problems Lagunitas faces in Sonoma County is the current drought condition that could force them to use well water at great expense for treatment and the introduction of different flavors.

Lagunitas has always had a strong commitment to the community, wherever the community may be. For example they contribute beer to 3500 charitable events per year including the Taiko Drummer party in Sebastopol.

### 🍎 The Final Bell 🍎

After thanking Ron for a very interesting and entertaining presentation, **President Ron** rang the meeting to a close.

### 🍎 After the Final Bell 🍎

#### Rotarians Taking Action

This week it was high school age Interactors from across District 5130 meeting for an overnight Leadership Conference in Ukiah. The session opened to a presentation by District Governor Kevin Eisenberg after which the teens participated in a number of ice breaking sessions, discussions of leadership styles, and sharing of projects.



The highlight of the event was a presentation by Jen Julius, a Life Coach, who discussed many issues faced by leaders including the need for role models whose actions match their words – all the time, how to face challenges and difficulties, the value of confidence, and how to maintain your core values while not always having to be right.

This successful and valuable conference was organized by Linda Ruffing and Kristina Carbone-Smith of the Fort Bragg Rotary, Donna Schuler

of the Mendocino Rotary provided the MC talent, and Marilyn Lira of Santa Rosa East Rotary made sure tummies were full of good food.

The Ukiah Rotary provided a Bar B Que Dinner on Saturday night and the South Ukiah Rotary provided breakfast on Sunday morning. These really folks know how to make a party and feed a group.



## 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](mailto:mikehixson@comcast.net)

**RI READING: Rotary Weekly**  
**[CLICK HERE TO GO TO RI WEBSITE](#)**



27 March 2015 | A roundup of Rotary news



### [Korean sailor makes waves for End Polio Now](#)

Rotary member and sea adventurer Seung Jin Kim is almost halfway through his eight-month voyage around the world to raise awareness and money for Rotary's polio eradication campaign. Kim hopes to raise \$200,000 through the journey, a

designed to spread the word about Rotary's top cause.

- [Read more](#)
- [Learn how you can help us end polio](#)
- [Browse polio prevention and awareness efforts on Rotary Showcase](#)
- [Join a discussion on ending polio](#)

**END POLIO NOW**

## Working together to achieve more

### Partnership with UN enhances Rotary's ability to make a difference

Since the chartering of the United Nations in 1945, Rotary members have taken a keen interest in the organization. Rotary and the UN share many goals, and Rotary enjoys a special consulting status at the UN. Rotary's representatives have worked to deepen its ties to the UN and other organizations around the world, opening doors to collaboration that changes lives.

- [Read more about Rotary representatives' work at the UN](#)
- [Read about Rotary's role in the formation of the United Nations](#)
- [Learn about the 2014 Rotary UN Day](#)
- [Read about a Rotary-supported Model United Nations project in Trinidad and Tobago](#)

## Enhance your skills

### Making the most of Rotary's online tools

Rotary has created several online tools and resources to help you develop your skills, plan service projects, and connect with other members. Himal Pandya, a Rotary member from India, shows how you can familiarize your club with these tools by holding a hands-on digital workshop.

- [Read his post on our blog, Rotary Voices](#)
- [Create a profile on Rotary.org or update your existing profile with personal details](#)
- [Add a project to Rotary Showcase](#)
- [Join a discussion on Rotary's online tools](#)

**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](#)

## Announcements

### New program logos available in the Brand Center

Rotaract and Interact have a new look. We've refreshed the logos and graphics to reflect Rotary's visual identity and to help you deliver a compelling message in your promotional materials. We've also developed guidelines for applying the new look to RYLA and Rotary Youth Exchange communications.

- [Visit the Brand Center](#)
- [Download the Visual Identity Guide: Young Leaders](#)

---

## 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](mailto:website@rotary.org). Share comments on [Rotarians Worldwide discussion group](#).

**GET MORE NEWS**

