



The Appleknocker

Sebastopol Rotary Club's Weekly Bulletin

John Blount – “What’s in it for me!”



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Club President 2016/2017: David Schreibman



“All the News that Fits We Print”



AT THE BELL



After thanking **Sergeant at Arms Nao Noguchi** for returning the Sacred Bell, new **President David Schreibman** called the inaugural meeting of the 92nd Presidency of Rotary Club of Sebastopol to order...a tad late at 12:16 pm. **Guenter Meiburg**, after going into great detail on the correct way to pledge to Old Glory, led us in *The Pledge*. This was followed by our own **SongMeister Keller McDonald** leading in a real oldie and real goodie, *Zip-a-Dee-Do-Da*. Breaking with tradition, **Prez Dave** decided to have the Thought for the Day given at the end of the program.



Song for the Week

Zip-A-Dee-Doo-Dah

Zip a dee doo dah, zip a dee ay
 My, oh my, what a wonderful day
 Plenty of sunshine headin' my way
 Zip a dee doo dah, zip a dee ay

Mister bluebird's on my shoulder
 It's the truth, it's actual
 Everything is satisfactual

Zip a dee doo dah, zip a dee ay
 Wonderful feeling,
 Wonderful day!

🍎 Future Programs 🍎

July 15, 2016

Speaker: **Steve Zivolich**
Program: **Integrated Resources Institute**

July 22, 2016

Speaker: **Brook Edwards**
Program: **Jenner Highlands Preserve –
Part of Wildlands Conservancy**

July 29, 2016

Speaker: **John Wotring**
Program: **Primrose, Santa Rosa – Care of
elderly with memory loss**

August 5, 2016

Speaker: **Jay Jasperce**
Program: **Sustainable Ground Water
Management Act – What it means
to Sonoma County**

August 12, 2016

LOCATION: OFFSITE MEETING AT
BALLETTO VINEYARDS,
5700 Occidental Road, Santa Rosa
(between HS Road and Pietzi)

Speaker: **John Balletto / Nick Frey**
Program: **Wine Tasting, Box Lunch**

August 19, 2016

Speaker: **Noreen Evans**
Program: **Candidate for District 5 Supv.**

August 26, 2016

Speaker: **Lynda Hopkins**
Program: **Candidate for District 5 Supv.**

🍎 Handy Links 🍎

[Pinot for Polio Forum](#)
[Sebastopol Rotary Website](#)

🍎 Miscellany 🍎

Next Board Meeting

Date/Time: Tues, August 4th, 7:00 p.m.

Location: David Schreibman's Home in Windsor
(Check ClubRunner for Address)

MAKEUP NOTIFICATIONS–JackEDunlap@gmail.com

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 Dan Rasmus, Mark Stevens, Jack Dunlap)
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 !!!

🍎 VISITORS AND GUESTS 🍎

The Budman **Bud Daveiro**
introduced Kathy Schwartz, a
career counselor from the Santa
Rosa Club.



Guests of Rotarians:

Prez David introduced his wife and **First Lady Carolee**.



Our District Governor Elect **Bob Rogers** introduced his
wife **Peggy**. Peggy is soon to become a new member so is
enjoying her last free meal.





Larry Ford introduced his wife and co-pilot **Gerry Reilly-Ford**.

Jack Dunlap introduced his wife **Ruthie** – a Guest of the Club also enjoying her last free meal. **Ruthie** is a registered physical therapist.



THE RAFFLE



Making another change in the program format, **President Dave** moved the raffle to the beginning of the program and **Karen Daniels** had the winning number.

[We don't know if we can keep up with these changes. -Ed.]



The procedure for collecting the winnings was also changed so she only won \$5, with a chance of collecting more at some future date – too complicated for your **Humble Scribe** to understand. ["Financial Literacy" or Diversion of Funds? -Ed.]



GRATITUDE



At this point, **Fearless Leader David** wanted to express his sincere gratitude for the many things Rotary and its members have done for him. For example, **Ken Silveira** invited him to lunch one day and told him about how Rotary had given him opportunity to form some the best life friendships.

Past Interact Advisor Emily Buller introduced **Dave** to Interact and helped him become an Interact advisor and – through this experience – they became best friends. **Dave** was also grateful to **Jerry Warren**, who entrusted him with chairing the Live Auction Committee. **Dave** is grateful for being asked to be **President** by the previous five presidents as well as the Board. **Dave** is also grateful for the many amazing friendships that he has developed.





REVIEW OF 2015-2016



President Dave reviewed the many projects and programs that our club was involved in last year:

- (1) Community Grants, where we awarded \$33,651 to fund programs such as Analy HS wood shop, Redwood Empire Food Bank, Mr. Music Foundation, West Sonoma County High School District and many more.
- (2) In the Youth and Vocational Services area: Some of our awards were three \$4,000 scholarships to graduating Santa Rosa Junior College students, plus recognitions and awards for six students at our Speech Contest. Analy's Interact Club gave over \$6,900 to three international projects and \$250 to Polio Plus. Our Overcoming Obstacles Event provided \$1,000 awards to six participating students (\$2,000 to one).
- (3) In the Community Services area: Every year since 1984 we taught kids to swim, since its inception in 1984 we have taught over 10,000. Our First Friday Food Drive has provided approx. 180 pounds of food each week for the local foods banks. Our Teachers Mini Grant funded over \$19,000 this year alone and since its inception has provided over \$250,000 in grants.
- (4) International Services – An impoverished village in Ecuador received a \$17,000 grant to improve sanitation as well as to aid sustainable economics through sheep breeding.

This is just a small sampling of the projects that our club pursues. In addition to all these phenomenal fund raising activities, our club also took time to have a lot of fun at such events as the Club Picnic (hosted by **Frank and Kathy Mayhew**), the Golf Tournament, and our Fantasmagoria fund raiser where we raised over \$100,000 -- also the Christmas party, Queen of Hearts celebration on Valentine's Day, The Friendship Dinners, the Bocce Tournament – and, of course, the Debunking ceremony.

Dave mentioned that while at the recent PETS Conference, RI Past President Rick King, reviewed the awesome responsibilities that Club Presidents have – everything from membership recruitment and retention, Club Fundraising, Youth Services, Club Projects, and much, much more.

	Goals and Vision
<p>❖ HAVE FUN and LOVE your club!</p>	
<p>❖ Public Relations Team ❖ Community Projects Committee ❖ Year-round Sponsorship Committee ❖ Lobster Boil at the Barlow</p>	



PRESIDENT DAVID'S GOALS



Dave based his goals for his Rotary Year after talking to almost everybody in the club about their Rotary journey. **Prez** wants to:

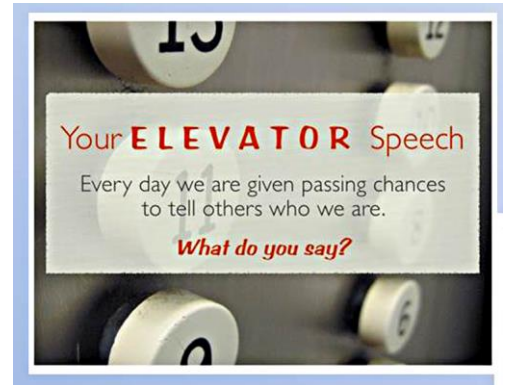
- (1) Engage an effective Public Relations Team – to help in this effort one of our newer members, **Hal Kwalwasser**, will chair the committee responsible for this. **Hal** has extensive experience in public relations.
- (2) Redesign our web page and make it more "outward-facing." Currently it mostly serves just members of the Club – "We want it to be attractive to prospective members."
- (3) Launch a new Community Projects Committee. After speaking to 93 members, over 25 of them mentioned a desire for more "hands-on" projects – where you could get a little dirty, doing good while forming and growing friendships.
- (4) Sponsorship Committee has changed. If we could get sponsorship for all our recurring programs such as RYLA, Overcoming Obstacles, etc. – where members could make donations directly to their favorite programs – this would help save some of the \$40,000 per year that the Club is currently spending on these programs. **Cindy Carter** will be Chairing this sponsorship program.
- (5) Lobster Boil at the Barlow. **Prez Dave** has elected to go back to the very successful Lobster Feed concept as our Club's chief fund raiser. On October 1 are club will host the Lobster Feed at Barlow Event Center. Tickets will be \$125 and we will have 250 available. **Mike Long** and **Ken Silveira** will head up the effort. **Mike** launched the original Lobster Feed in 2007-2008 during his reign as President – It netted over \$150k. Tickets for this year's event will go on sale next week.

A FEW CHANGES TO MEETINGS

(1) There will be a focus on peoples' VOCation [No, not Vacation. –Ed.]. Each meeting, **Prez Dave** will call on Rotarians at random and have them give a 60-second "elevator speech" about their business and what they do. Whenever guests are introduced, their vocation will follow their names.

(2) The raffle winning ticket holder automatically wins \$5. To win the pot, they pick the name of a Rotarian out of a box and tell his occupation. Raffle tickets will now be \$2 each and two for \$5.

(3) Each month one of the meetings will have members pick a table number out of a box and sit at that table. Board members will be encouraged to change tables each week also.





Rotary
Club of Sebastopol

This Week's Announcements

- ❖ **NOW THRU SEPT. 25.** Every time you bring your own bag to Sebastopol's Whole Foods, a nickel is donated to Teacher Mini Grants!
- ❖ **SUNDAY, AUGUST 9 – TOUR D'ORGANICS** At Torrey's Gabriel Farm – rest stop shifts are 9am – 1pm & 12:30- 5:15pm – contact Marisol ASAP
- ❖ **AUG. 12 Meeting is off-site at BALLETTO'S WINERY.** Yes, there will be wine tasting and a tour
- ❖ **AUG. 30 – SEP. 12 – WORKING TRIP TO UGANDA** To test new school building method – cost approx. \$3500 pp – includes 2 nights at game park afterwards – contact Frank Mayhew ASAP



(4) Dave will also post most announcements on the screen at the beginning of the meeting, leaving more time for recognition before the main speaker.

(5) People that lead the Flag Salute and song for the day will do so from the front of the room.

(6) The Thought for the Day will be the last thing done before the bell is sounded, and there will only be one thought.

(7) There will be two things fined automatically, \$5 for not wearing a pin and \$10 for your cell phone making a noise.

ANNOUNCEMENTS

ST. VINCENT DE PAUL DONATION:

As we all knew our club was dark on Friday July 1 [You read it in the AppleKnocker. –Ed.] -- We, as club members, knew this however, our caterer, Susan Borowitz, did not and as a result she showed up at her usual time with enough food to feed **100 hungry Rotarians**. Susan managed to contact **Dave** and, rather than waste the food, together they found a charity (St. Vincent de Paul) to give the food to. This cost our Club \$1,100 but it went to a great cause.

DEBUNKING PARTY:

Richard Power, Keller McDonald and Rick Wilson were called to the podium and thanked for putting on such a great Debunking event. **Rick** was given gift certificate for a meal for two at the K&L Bistro.





THE PROGRAM -- JOHN BLOUNT – WHAT'S IN IT FOR ME !



President Dave took the mike to introduce the program for the day – **Our Own John Blount**.

“**John** moved to Sebastopol in 1977 to start his dental practice after graduating from Loma Linda School of Dentistry.

He joined Sebastopol Rotary the same year. **John** became President of the Club in 1982 then District Governor in 1990 – the youngest Governor in District history.

John has served many important positions in the world of Rotary but none more prestigious than as a Director on Rotary International's Board from 2009-11.



John sees the big picture and the tremendous impact Rotary has around the globe. **John** will help us see and feel this impact and, by listening to him how, learn how amazing it is to be part of this fantastic organization and how it will help us in making the world a better place.”

John started his presentation – talking naturally about the early years after he first joined Rotary in 1977 and how his involvement with Rotary grew over time. He recounted that, when he first joined Rotary, he was in awe of the "right people" in town who were members.

He was given Rotary information by two gentlemen that were three times his age and became confused. "I didn't know Paul Harris from Phil Harris, but I did my best to "fake it." During this early period **John and Patti** attended many social events as it gave them the opportunity to get to know people and learn about Sebastopol, its history, and its people. Joining Rotary was probably one of the more important decisions he ever made. During this early period, someone asked **John** to join the debunking committee and, all of a sudden, it made him feel like part of a group. He was honored to be asked to work and to be included with people that had their names on buildings and streets. One of Rotary's strengths is that it expects all members to be included and active.

After two years, **John** was asked to be on the Board and he confessed that he was not a very good Board member, he would miss meetings... "but the club wasn't doing much anyway." He did admire some of the people as they had good management skills and seemed to care about issues – He learned from these people. After four years, **John** was asked to be President and at this time his philosophy was



- (1) I don't want my club to grow-- it was the perfect size,
- (2) I don't want to get involved internationally-- I had other organizations for that.
- (3) And he didn't want to be involved in anything other than my local club. When he went to the District Conference he did see how other clubs did things and how well they raised money and how some walked away with awards. This experience changed **John's** attitude and perception – He wanted to branch out.

For his first fund raiser, **John** chose to get away from the traditional "Pancake Breakfast" and go for a new concept "English Week." The Club was supposed to net \$20K, however it lost \$61... But **John** claims what was important was that we changed our attitude. In 1983 **Dave Madsen**, as President, initiated "Suitcase Night" and the Club netted \$18K. In all subsequent years, Sebastopol Rotary has done extremely well in their raising efforts, netting up to \$150K in events. **John** said that the value in Rotary is in working together and developing great friendships – having a very positive effect on people through our many programs of great locally, nationally and worldwide.

John finished to a standing ovation for his enthusiastic talk



🍏 THOUGHT FOR THE DAY 🍏



The Thought for the Day was given by **Norm Stupfel** and he chose to highlight one of the philosophies of the late **Mel Davis**...

"Be careful what you water your plants with, water them with worry and fear and you will produce weeds that will choke out the life from your dreams.

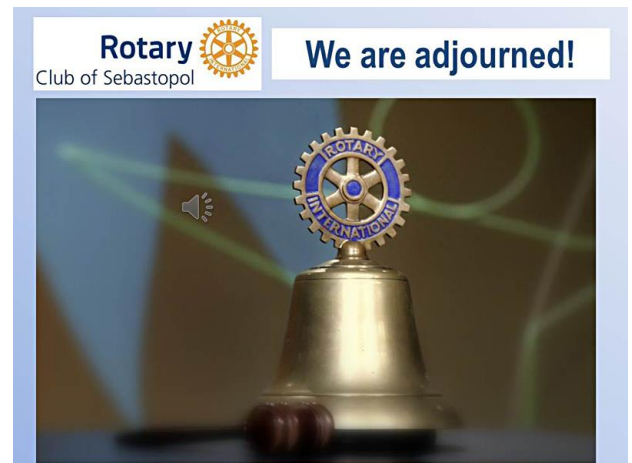
Water them with optimism and solutions and you will cultivate success.

Always be on the lookout for ways to turn a problem into an opportunity for success.

Always be on the lookout for ways to nurture your dreams."

🍏 THE FINAL BELL 🍏

With that, **Club President David Schreibman** wished us all a good day and rang the bell, ending The First Meeting.



Richard Power is one of our regular photographers.



AFTER THE BELL (Future Programs / Speakers)



Speaker July 15, 2016 – Steve Zivolich – Integrated Resources Institute

Steve is a new member of the Sebastopol Rotary Club and brings a world of experience in finding customized employment opportunities for persons with significant disabilities within California.

He is Founder and CEO, “Integrated Resources Institute” Irvine California, a non-profit corporation that delivers local, national and international technical assistance to clients with disabilities including families, businesses, schools and government agencies. His organization aids in developing innovative inclusive education, community, transition and employment efforts for youth and adults with significant disabilities.

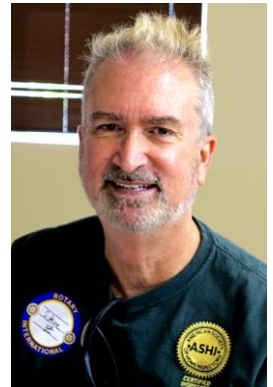
Steve has received numerous awards including:

2016 LIFE TIME ACHIEVEMENT AWARD, Regional Center of Orange County

2011 AUTISM EMPLOYER SUPERSTAR AWARD, California State Committee on Autism

2010 BILL ROSENBERG MEMORIAL AWARD, CAL-TASH, for leadership in promoting the inclusion of persons with disabilities

1990 DISTINGUISHED SERVICE AWARD, California Governor’s Committee For The Employment of Disabled Persons



Speaker July 22, 2016 – Brook Edwards – Jenner Highlands Preserve Manager



Brook is manager of the newly opened Jenner Headlands Preserve and will explain how this valuable property, overlooking the Russian River and the Pacific Ocean, came to be a part of the “Wildlands Conservancy” and what it offers to those who enjoy the outdoors. He will show what visitors can expect from a visit to this property and explain what the “Wildlands Conservancy” is providing to residents of Sonoma County and California.

Brook was born and raised in Santa Rosa. His love of the outdoors was instilled in him at an early age by his father who would take him and his family out camping in the High Sierras every summer. Brook received his Bachelor’s Degree in environmental Studies from San Jose State University and afterwards worked as a field botanist in both the private and public sector, working in the Sierra Nevada Mountains,

Great Basin, Upper Sacramento River watershed, Point Reyes National Seashore, and the Sichuan Province of China. After receiving his Master’s Degree from Humboldt State University in Natural Resources Planning, he worked as a GIS Specialist for the International Institute of Tropical forestry located in Puerto Rico. In 2008, Brook came home to Sonoma County to work for the Sonoma Land Trust as the Jenner Headlands Project Manager. He now works for The Wildlands Conservancy and manages both the Jenner Headlands and Estero Americano Coast Preserves.

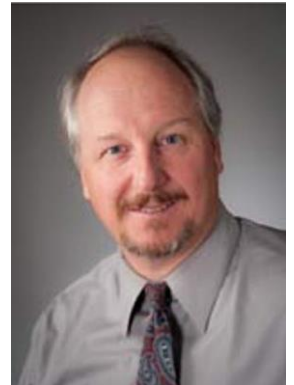
Speaker July 29, 2016 – John Wotring – Executive Director, Primrose Santa Rosa

John Wotring has been specializing in the care for the elderly for 20 years, the last 18 specifically for elderly with memory loss. Working for Primrose Special Alzheimer’s Living and the Primrose Living Fund, John has gathered research and experience to educate the community about ageing successfully. Come and learn what you can do to make a difference.



Speaker August 5, 2016 – Jay Jasperse – Chief Engineer, Dir. Groundwater Management, SCWA

Jay Jasperse is the Chief Engineer and director of Groundwater Management for the Sonoma County water Agency. He received a Bachelor of Science degree in Geology from the University of California at Davis and a Master's degree in Civil engineering from the University of California at Berkeley. He is a Registered Profession Engineer in the State of California. Prior to joining the Water Agency, he worked as an environmental engineering consultant specializing in groundwater resource characterization and remediation. He is responsible for the Water Agency's capital projects program and resource planning and management activities. Mr. Jasperse has been a member of NATO and NSF delegations in Egypt and South Korea, respectively. He is an author of published journal articles and book chapters on topics such as surface water-groundwater interactions, natural filtration processes, riverbank filtration, and integrated water resource management.



Speaker August 12, 2016 – John Balletto / Nick Frey – OFFSITE Meeting at Balletto Vineyards

Speaker August 19, 2016 – Noreen Evans, Candidate for District 5 Supervisor

Speaker August 26, 2016 – Lynda Hopkins, Candidate for District 5 Supervisor



Lynda Hopkins, an organic farmer, small business owner, mother, former community journalist with Sonoma West Publishers and graduate of Stanford University (Bachelor's Degree in Coastal Land Use & a Master's Degree in Land Use Policy) is ready to work with the residents of the Fifth District to improve our community. As Executive Director of Sonoma County Farm Trails, Lynda worked with dozens of family farmers to help keep small-scale farming viable. As a community journalist with Sonoma West Publishers, she spent years researching, reporting and informing the community through local newspapers. As Board Secretary of Farm to Pantry, she has helped manage an organization that moved over 100 tons of gleaned farm-fresh produce to those in need. As a member of the Leadership Circle of Community Alliance with Family Farmers (North Coast chapter), she advocated for sensible streamlined land use policy.

As the owner of Foggy River Farm in the Russian River Valley, Lynda has worked with her husband to grow their small business to supply fresh, locally-grown organic produce to farmers markets throughout Sonoma County, including the Sebastopol Farmers' Market and West End Farmers' Market. The farm's mission is to "grow food that is good for our souls, our bodies, and the land."