



The Appleknocker

Sebastopol Rotary Club's Weekly Bulletin

Sonoma County Wine Growers



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BEFORE THE BELL



As cheerful and friendly Rotarians and their guests assembled for the regular Friday luncheon meeting, the visual landscape was unusually bright - it wasn't the sunshine or the building lights. A FEW MEMBERS WERE WEARING VERY BRIGHT YELLOW TEE SHIRTS. Others blinked or shaded their eyes. These bright yellow fellows were not aliens, nor were they lost – they were just Rotarians wearing yellow tee shirts to advertise the recently completed "LEARN TO SWIM" sessions at Ives Pool. The club does not (as far as this scribe is aware) have a dress code. So, bright yellow was the color of the day at Sebastopol Rotary.



This week's Announcements on the big screen were:

- June 10-14 – Rotary International Convention
- June 15 – visit Family Justice Center 11-noon – rsvp to **Cory Maguire** cory@corymaguire.com
- June 16th – will be a Rotary Lunch Meeting. Those returning from Atlanta will turn their pockets inside out and/or tell funny convention stories.
- June 23rd – The Debunking – Union Hotel in Occidental – for dinner

It's fun to read the Appleknocker each week, but we want you all to know that it's even more fun to help make it, so SIGN UP TO BECOME A SCRIBE, AN EDITOR OR A PHOTOGRAPHER TODAY!

Future Programs

June 9, 2017

Speaker: Andy Merrifield
Program: Trumps first 130 days

June 16, 2017

Speaker: Jon Stout
Program: Sonoma County Airport

June 23, 2017

Speaker: Dark
Program: Debunking dinner

June 30, 2017

Speaker: Tim Miller
Program: West County Community Services

Future Events

RI Conv. (Atlanta) – 6/10-14
Debunking Dinner 6/23

Miscellany

MAKEUP NOTIFICATIONS–JackEDunlap@gmail.com

On-line Make-Ups:
www.RotaryEClubOne.org

Domestic Violence Hotline:
546-1234

INTERACT MAKEUPS

Analy High: Check Day, Time with
Dan Rasmus or Donna Pantzer

Brook Haven: Check Day, Time with
Pauline Pellini or Mike Carey

Orchard View: Check Day, Time with Lisa Jacobs

Twin Hills: Check Day, Time with Dan Rasmus or
Monica Kretschmer

For all Interact Mtgs.:
CALL AHEAD TO CONFIRM MEETINGS
! CHECK IN AT SCHOOL FRONT OFFICE FIRST !

sebastopolrotary.org

AT THE BELL

President David, sporting a colorful necktie, opened the meeting right on time. The flag was properly saluted. And **Keller** led us in a fair rendition of “GOD BLESS AMERICA”. Singing was mostly in unison, and almost all in harmony. So, the meeting was underway.




ANNOUNCEMENT

Mark Sell, a member and past president of this club passed away recently. A collage of photos on the big screen showed a happy, a serious, and a fun-loving guy.




A large framed photo on an easel was provided by Harvey. **President David** remembered the good times with **Mark**. He was an outgoing man always ready to pitch in, always ready to pave the way. Mark was not a complainer – he was a doer. All present observed a moment of silent prayer for the departed. Arrangements for a memorial service were announced: Mt Gilead, June 7th, 1:30 pm please come early.




In Memory of Mark Sell

Memorial at Mt. Gilead
Wednesday, June 7th at 1:30pm.
13485 Green Valley Rd.
Please arrive 15 mins early



Mark Sell 2003-04





GUESTS & VISITORS



There were four visiting Rotarians, announced by the President: **Gay McFarren** and **Dan Bornstine** of the Sebastopol Sunrise Club, **Mike Pastryk** of the Rohnert Park-Cotati Club and **Mike McGlothlin** of the Sebastopol Sunrise Club.



And members with guests rose to introduce them:

Jeff Boal introduced his wife Jean

Jorgen Holst introduced his son Conrad

Greg Jacobs introduced Terry Dale, a supporter of the Learn to Swim program.

Rick Wilson introduced Willow DiCenzo, volunteer swim instructor of the year!

Cindy Carter introduce Gail Sullivan

Henry Alker introduced scholarship recipient Janelle Thode

Keller introduced Jake Blehm of Ceres



RAFFLE



And the weekly raffle winner was **Cory McGuire**. She knew that **Michele Kimble** was in social media. **Cory** pocketed the pot!



STATE OF THE CLUB



President David had the floor and delivered his "STATE OF SEBASTOPOL ROTARY- JUNE 2 2017" address.

Introductory music was the somewhat presumptuous - "Hail to the Chief" - but it was all in good taste. His remarks are summarized as follows:

David joined in 2007. He quickly became very active in the Analy Interact Club. That experience touched him deeply and cemented his interest in and commitment to Rotary. **President David** recalled the events at the start of his term (food prepared for no meeting; food was then successfully donated to charity). He gracefully thanked many members that helped him assume the active role of club president. This Rotary Club is the **MOST DISTINGUISHED** Club in this district! And no fewer than fifty club members have received superstar pins for outstanding "Service above Self". The motto for this past year was "Have Fun and Love your Club". We did live that motto for sure!



President David listed many significant achievements, among

which were Public Relations (new committee) and the marketing of many crab feed tickets in the final days before the feed. He noted that there are eight new club members this year, but nine members have moved away, left the club, or died.

The really great subject of David's talk was, of course, money. This club, in the last year, brought in a total of \$222,238. Can you believe it? That is almost two thousand dollars per member. **Dan Rasmus** was thanked and honored for his work this year as foundation chair. The president listed



many projects that were funded by this income. There were fifteen projects mentioned. Club members were invited to stand and congratulate themselves – a happy crowd did just that!



President David said kind words about the board of directors and noted that some money is left in the treasury for the new club year. He was clearly proud to state that every one of the 45 club committees fulfilled their mission. The “State of the Club” address was wrapped up with a prediction of good things with and from the new president, **Jack Blasco**, and his new board.

PROGRAM UPDATES

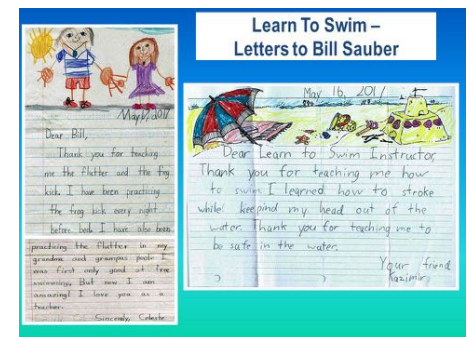


Tom Lambert stepped up to the podium to present an update on the Programa de Becas, which is a scholarship program that helps good students in need of financial aid stay in school. The Rotary Club of Puerto Vallarta Sur runs the program that assists students in the Puerto Vallarta area of Mexico. Our club has participated in the Programa de Becas for 20 years by individual members sponsoring a student with annual scholarships of \$250 for middle school students, \$300 for high school students, and \$350 for University or Technical college students.

Many of our club's Programa de Becas sponsors had the gratifying experience of helping their students achieve their goal of graduating from High School or College. In the 2016 – 2017 school year, the following members sponsored a total of 11 students: **Richard Power, Dorothy Rodella, Sally Ewald, Paul Thielen, Karen Daniels, Bob Rogers, David Schreiber, Bill Cole, Tom Lambert** and **Steve Beck** who sponsored two students. If you are interested in sponsoring a student for the 2017-2018 school year please contact **Tom Lambert** (tlambert26@gmail.com)



Yes – **LEARN TO SWIM** – The fellows (**Greg** and **Rick**) in yellow tee shirts were front and center. **Greg** introduced **Terry Doyle**. **Terry** represents the Neil and Amelia McDaniel family trust. That trust donated three thousand dollars this year to the swim program. **Terry** pointed out the very positive impact of the swim program on the community. **Rick** introduced **Willow DiCenzo**, the volunteer swim instructor of the year and **Rick** confirmed that all of the kids in her group did learn to swim, no exceptions. We learned that no fewer than fourteen club members helped with the swimming program this year.





SONOMA COUNTY WINEGROWERS



Sally Ewald had the honor of introducing the guest speaker Karissa Kruse. Karissa is the President of the Sonoma County Winegrowers Association. Karissa was a very well prepared presenter, with a short video and many slides. She peppered us with facts and numbers. Her two main tasks are to (1) help preserve local agriculture and (2) promote Sonoma County wines. They have been working very hard on the issue of sustainability in the vineyards. Their efforts include a radio show, a national advertising campaign, hosting the super bowl, and holding a seminar.



We learned that six percent of Sonoma County land is planted in grapes; there are 1800 grape growers - 80% of whom farm less than 100 acres. There are 495 wineries - 70% of whom produce less than 6000 cases per year. Chardonnay is the most commonly planted grape variety in this county – 27% planted in chardonnay grapes, 22% in pinot noir, 20% in cabernet' 8%in zinfandel, and 7% in merlot. And – the grape industry has a \$ 13,400,000,000 (13 billion, 400 million dollars) (yes billion with a "B") impact on Sonoma County every year. There are 54,297 jobs in this county producing grapes and wine. The revenue and employment have doubled since 2005.

The winegrowers' association is committed to being a 100% certified sustainable wine region. They have enumerated 138 best management practices for vineyards. They are dealing with (1) soil and water management, (2) employees, and (3) economic health. They have improved every year since starting the sustainability campaign in 2014. In 2016, they had 60% of wine grape farmers certified and 80% total in process of being certified. They have a 100-year plan for preserving agriculture in Sonoma County. For example, they are working on increasing worker housing. Her comments were well received. She was heartily thanked by President David.

[Remember the Abuse Hotline 546-1234. Don't ignore abuse, report it. –Ed.]



THOUGHT OF THE DAY



The thought for the day, provided by **Tim Moore** was:

"FALLING DOWN ISN'T DEFEAT. DEFEAT IS REFUSING TO GET BACK UP"



THE FINAL BELL

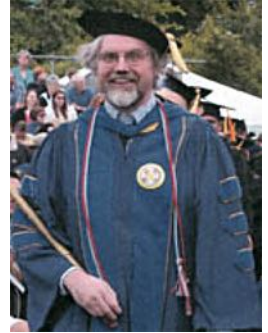


The Roto-Bell was rung at 1:35PM sharp, and another action packed and exciting Rotary meeting closed.

Future Programs

June 9, 2017: Andrew Merrifield – The first 130 days of the Trump Administration

Professor Merrifield joined the faculty in 1987. His scholarly interests include executive leadership in politics and public budgeting politics, particularly at the local level. In the former he is interested in how personal behavior and personal relationships may impact on policy success. In the latter area he has looked at how localities may alter policy priorities to pursue revenue, and in other cases subsidize certain economic sectors even when these subsidies may not benefit the community. In the past Merrifield provided analysis on elections, policy making and public institutions, for local, regional, state and national media. He has traveled throughout the United States and in much of Europe. This travel has informed both his teaching and his scholarly interests. Merrifield teaches courses in American government, modern political ideas, quantitative research methods and public administration. He is currently enrolled in the Faculty Early Retirement Program.



June 16, 2017: Jon Stout – Sonoma County Airport

Located in the heart of Northern California's world-renowned Wine Country, Charles M. Schulz – Sonoma County Airport (STS) is the only airport that offers scheduled air service into the North Bay region. Alaska Airlines offers daily nonstop flights to and from Los Angeles, Portland, San Diego, and Seattle; four great cities that offer a wide range of connecting flights to destinations in the U.S. and around the world. Visitors and residents alike find STS an easy and convenient airport for getting to and from Lake, Marin, Mendocino, Napa, and Sonoma Counties.

Our speaker this week will be Airport Manager Jon Stout. Construction is officially underway in the runway expansion of the Charles M. Schulz–Sonoma County Airport, a project that will bring the airport's runways up to current federal standards and potentially attract new commercial airlines and add destinations.



June 23, 2017: Dark – Debunking

June 30, 2017: Tim Miller – West County Community Services



Tim Miller is the Executive Director of West County Community Services, where he leads the multi-sector social service agency: housing and supportive services, mental health and counseling, employment, youth and senior services. Their staff of 35 serves the most vulnerable clients in service area. Tim has 20 years of successful and passionate non-profit experience from leadership and problem solving in building multi-cultural, community-based programs in health, workforce development, rural development, and disaster resiliency. His job demands strong and creative leadership in partnership development, board recruitment and partnership, fundraising, strategic planning, program management, budgeting, staff development, grant reporting, monitoring and evaluation.