



**Date:** September 16, 2016  
**Volume:** 2016/17—Issue E15-12  
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**Editors:** J. Raffini, S. Kellner T. Boag, D. Still  
**President 2016/2017:** David Schreibman



"All the News that Fits We Print"



Frank and



### **BEFORE THE BELL**

This Friday luncheon meeting was called to order in a timely manner with a rap of the gavel by **President David**. **Tony Given** came forward and led the customary pledge of allegiance to our red, white, and blue flag. We sang a patriotic "God Bless America" ably led by club member and musician **JT Martin**. We also learned that there will be a reception for the District Governor this coming Thursday, September 22, from 5 until 7 o'clock at the home of **Frank and Kathie Mayhew**, 3160 Hicks Road.



### **AFTER THE BELL**



### **VISITORS AND GUESTS**

After a most nourishing meal President David re-convened the meeting. Introduction of visitors was the first item of business.

**Pearl James**, a visiting Rotarian, is a member of the Cupertino Rotary Club. She is a non-profit manager.

**Steve Beck** introduced his wife, **Terry**. She serves, we learned, on the Twin Hills School Board.



## Future Programs

**September 23 2016**

Speaker: **Dist. Gov. Wulff Reinhold**

Program: **District Governor Visit**

**September 27, 2016**

Speaker: **Set Up for Lobster Boil**

**October 7, 2016**

**Main Stage West**

**October 14, 2016**

Speaker: **Al Lerma Sonoma Econ Dev.Bd.**

Program: **Beer and Spirit Industry**

**October 21, 2016**

Speaker: **. 10/21 Gary Johanson -**

Program: **Choices for End of Life Care**

**October 27, 2016**

Speaker: **William Carlsen**

Program: **Discovery of the Lost  
Civilization of the Maya**

## Future Events

**OCTOBER 1, 2016**

**LOBSTER BOIL AT THE BARLOW**

## Handy Links

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

## Miscellany

**Next Board Meeting**

Date/Time: **Tues, September 13<sup>th</sup>, 5:30 p.m.**

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

**MAKEUP NOTIFICATIONS--JackEDunlap@gmail.com**

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

**INTERACT MAKEUPS**

**Analay 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 !!!**



From Brook Haven School there were two Interact students introduced by **Mike Carey**. They were Claire and Sarianna. Both girls are members of the school band. Welcome girls.



All the way from Denmark, our exchange student at Analay High School, **Malene**, was introduced by her host **Aleia Coate**.



**Jack Dunlap** smiled broadly as he introduced his wife **Ruthie**.

**President David** asked for a show of hands to get a count of those that plan to help at the foodbank next Thursday morning.

### **Induction of New Member**

**Jeff Boal** came forward to the podium and with grace and Humor managed the official ceremony by which **Ruthie Dunlap** became a Sebastopol Rotarian. Naturally her sponsor was her husband **Jack**! Club members were interested to learn that **Ruthie** was born in Israel. She moved to Germany with her parents in the 1950's. She has two children by a previous marriage, and a delightful two-year-old granddaughter. **Jack** and **Ruthie** met on the internet. **Linda Johnson** will be **Ruthie's** mentor.

The economical habits of the **Secretary** and his wife were well proven in that they do not need and did not accept a second set of wall plaques for their home! A pin, a green badge and an invoice were promptly delivered to new Rotarian **Ruthie Dunlap**. **President David** made note that **Ruthie** attended the recent convention in Korea before officially joining Rotary! But this is not a new phenomenon in Sebastopol Rotary Club!





## ANNOUNCEMENTS



**No Pin = \$5.** The fines were collected at each table.

### Elevator Speeches

And we stepped in to an elevator car, and pushed the up arrow; we met Rotarian **Dan Rasmus**. **Dan** readily and clearly explained his important role in developing custom software for businesses. **Dan**, it seems, is part of a sales package. Buy business software and **Dan** comes along to eradicate all of the bugs!

Soon we were descending in the very same elevator car, and this time Rotarian **Guenter Meiburg**, rode down with us. **Guenter's** unique firm, he explained, designs and installs precast concrete sound walls. They are currently busy building concrete sound walls at the old Fort Ord site in Monterey. The things that one can learn just chatting in an elevator!

No sooner had **Guenter** resumed his seat, his name was called again. **Guenter** held this week's winning raffle ticket. BUT not being able to pass the quick oral quiz, he was sent back to his table with a five-dollar bill. Better luck next time

### Lobster Boil

Without delay we watched an impressive video which had been produced by **Dan Rasmus**. It extols the wonders of the 2016 Sebastopol Rotary **LOBSTER BOIL**. The list of exciting live auction items includes vacations in Mount Shasta, in Paso Robles, in Portugal. And lots more too. What fun. **President David** reminded us that this is the fourth quarter, or if you prefer this is the ninth inning of Lobster Boil preparations. Everyone is expected to do their share and a little bit more.

### New Committee: Peace and Conflict Resolution



Moving right along, **Henry Alker** took the podium. He is leading a new club committee on **PEACE AND CONFLICT RESOLUTION**. **Steve Zivolich** is working with **Henry** on this program. Other Sebastopol Rotarians are encouraged to be part of the committee. **Henry** explained that Peace and Conflict Resolution will be the next major project of Rotary International after the **End Polio Now** campaign has met its goal. Already there are Rotary Institutes of Peace on several major universities, campuses and there are over 900 trained Peace Fellows. The estimated capital to fund this effort, around the globe, catch your breath, is a staggering 70 to 100 million dollars. Henry mentioned that one possible local action might be to bring exchange students from Muslim countries. The downtown Santa Rosa Rotary Club is already deeply involved. They are

working with Santa Rosa High Schools to implement a program to teach conflict resolution skills to selected high school students from each Santa Rosa High School.



### Recognition

Bringing the focus closer to home, **J T Martin** stood and smiled as we all sang a cheerful "Happy Birthday" to him—our ever-present songster **J T**. Believe it – he is now 67 years young.



## THE PROGRAM: CHANGING PRIORITIES FOR OUR SCHOOLS



### WHAT OUR KIDS NEED TO SUCCEED—CHANGING PRIORITIES FOR OUR SCHOOLS



**Dave Madsen** came to the podium and introduced today's speaker. Before doing so **Dave** said very nice things about the quality of this weekly publication the Appleknocker. Thanks **Dave**! You can introduce all future speakers if you will be so generous with your kind words.

**Hal Kwalwasser** can honestly say that he has been there and done that. His resume includes being a legal counselor for the Department of Defense, being the CEO of a political consulting firm, working on policy for the Democratic National Committee, serving as general counselor for the Los Angeles Department of Education. **Hal** has published one book, and has a second book ready for publication. His area of interest is education policy.



(The words that follow are intended only as a summary of Hal's carefully worded presentation. Do Approach Hal for clarification or discussion of any points in this brief synopsis. --Scribe)

According to **Hal**, the question for Rotarians is whether the thousands of dollars and hundreds of volunteer hours that Rotary devotes to K-12 education is really stepping up to the most pressing issues facing our children. What are the most pressing needs, and could we be more effective with our time and money?



#### What success will look like:

1. Students will graduate.
2. Every student matters. There are no ready jobs for kids that fail in school. Service sector wages have declined in the last several decades.
3. Rote learning is not enough. Children need to be able to think, to reason, to have substantive knowledge and skills such as writing and computing.
4. "Traits" are as important as "skills". Graduates need to be able to think critically, to be creative, to collaborate, and to communicate.

5.. To succeed, a kid's social and emotional development must be guided toward adulthood. A child must believe that he or she has control over his or her life. A child must have character. And they must be good citizens, respect others, respect the rules, and must understand the obligations of being part of the community.

Twenty years ago educators challenged traditional "stand and deliver" education. The effort was towards personalized differentiated education. Then came computers. Technology provided the means of providing individualized education. But revolution hasn't come easily. So here we are. WE want every kid to graduate with a more sophisticated understanding of substance, and a powerful set of skills, and with the ability to handle the modern workplace, and with social and emotional support for challenging times.

Meanwhile, there are more poor kids. And the gap between rich and poor has widened. Surprisingly, this gap is not now associated with race. There are several social causes that each partially explain this trend. Parents are busy with more time away from home at work. Parents may be addicted to drugs. There is a lack of verbal interaction between parents and children. And there is a lack of good nutrition, and also a lack of opportunity. These issues have all grown during the late 20<sup>th</sup> century and continue to grow. One half of public schoolchildren are now on free or reduced lunch.

#### How can Rotary Help?

Pre-school. Low income kids have less language fluency. They may never see a book. Brain formation is essentially complete by age three. Personalities are largely shaped at an early age. California has the "First Five Program". Sonoma County has the "cradle to career" program. So far the emphasis has been on health and on pre-school. There is much more that could be and should be done.

One possibility, for example: Should the, "Read to Me" program focus on younger children?

Do our hospitals and ob/gyn practitioners take care that parents know about available community resources? How about clergy?

Mentoring: There is a crisis of confidence. Too many dads are in jail or a mom is on drugs, so it is hard to convince a youth that they are in control of their own life. They need mentors – caring adults. Children need to see how the middle class works. They need to learn how to live, and to succeed, in the mainstream. A mentor may be the only way to connect these kids to mainstream America.

Offering out of school opportunities: Project-based learning, away from the school environment may be another way forward.

Scholarships: The cost of education has skyrocketed. College today is roughly \$60,000 per year on average and school-based scholarships average only \$35,000. The process of college applications and college entrance is time consuming and discouraging.

The revolution that awaits us needs your support. Changes in local schools are coming, and coming soon. We need to have open minds, and we need to participate in school politics, and we must give support to educators as they struggle, and make changes. The goal: that every student is the best that they can be.



#### THOUGHT FOR THE DAY

**Cindy Carter** shared this short but welcomed quotation from Mother Teresa:

**“A SMILE IS THE BEGINNING OF PEACE”**

**President David** thanked our speaker, gave him a small gift, and rang the bell at exactly 1:30pm



#### **FUTURE PROGRAMS**

September 23, 2016 Wulff Reinhold—District Governor Rotary District 5130. 2016-2017

District Governor Wulff is a retired technical operations administrator with a specialty in Public Safety Technology, He is a proven leader with the strategic and broad technical expertise critical for the success of performance-enhancing technical projects: He received an MPA degree from the University of San Francisco, earned a BA in Criminal Justice Administration from Sonoma State University.

As District Governor, Wulff has expressed an interest in Civil Rights and Social Action, Economic Empowerment, Education, Environment, Health, Poverty Alleviation, Science and Technology and Social Services.

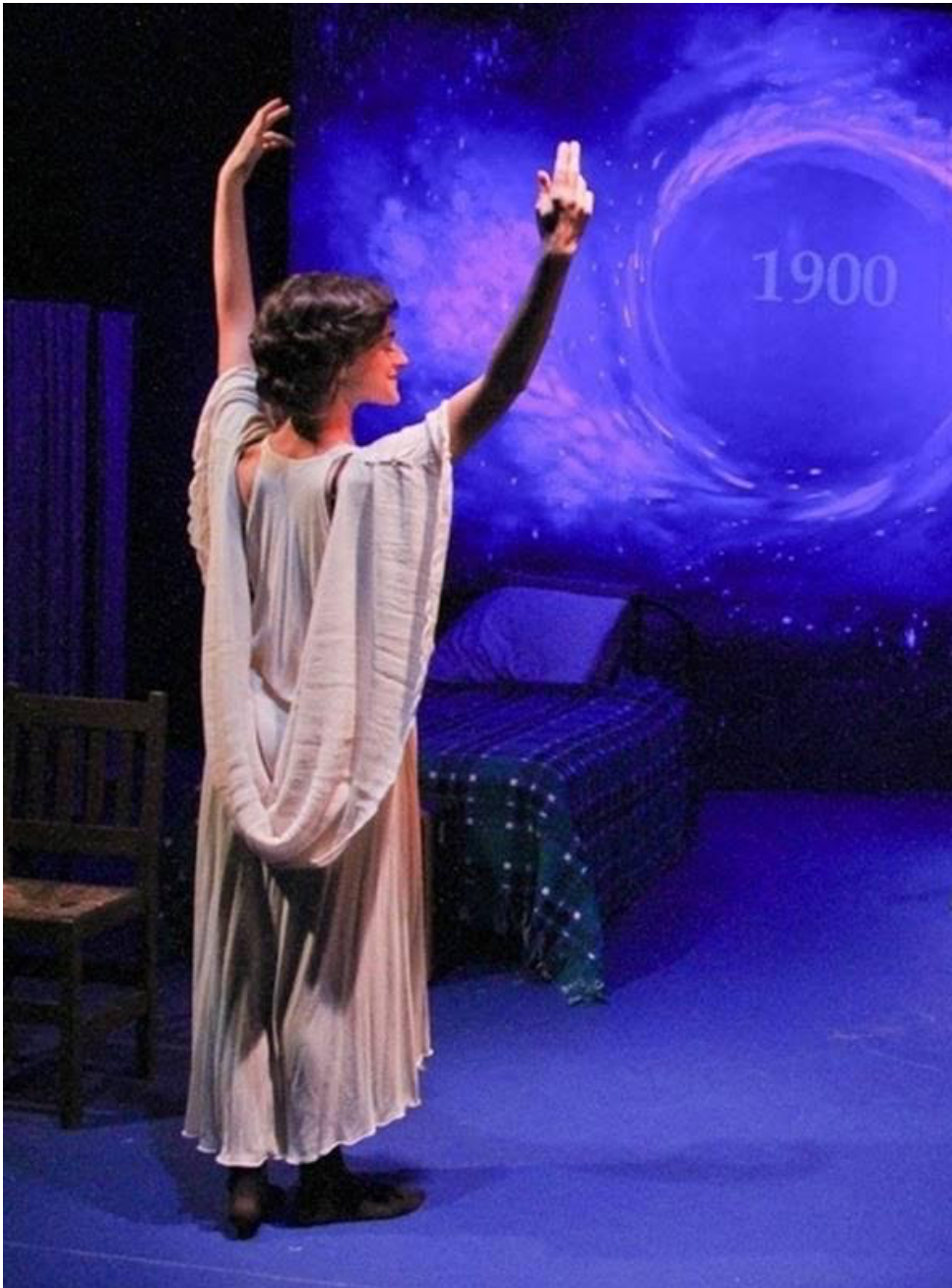
In 2010-2011 Wulff served as president of the Rotary Club of Rohnert Park – Cotati

#### **FUTURE PROGRAMS**

OCTOBER 7, 2016 MAIN STAGE WEST

Main Stage West was founded in 2011 by a consortium of local artists called The Performing Artists Coalition for Theater (PACT), a 501 c3 not-for-profit charitable corporation. Prior to its inception the theater space at 104 North Main Street existed for over twenty years as: Nova Theater; Main Street Theater; and, lastly, Sonoma County Repertory Theater which dismantled in 2010





Ballybeg, just before the dawn of WWII, when life would change forever.

The scene we will be in acting is from this play which opens at Main Stage West on October and plays through October 30.

The mission of Main Stage West (MSW) is to provide West Sonoma County residents and visitors with professional level theater productions on a year-round basis. MSW has an ongoing contact with Actors' Equity Association, The Union of Stage Actors and Managers USA. MSW has employed and over two hundred local actors, stage managers, directors and designers since our founding 5 years ago.

MSW has been a recipient of the Sebastopol Chamber of Commerce 2014 Community Award, 2013 Best of Sebastopol Award for Arts Organizations & largely rural community lacking easy access "big city" culture.

Main Stage West produces eight fully mounted plays per year at 104 North Main Street in Sebastopol. Our Season is comprised of new plays, modern renderings of classics, and popular faire. In addition to play production, the MSW space has hosted local concerts, lectures and films. The company also runs an ongoing program of Summer Theater for Youth emphasizing Shakespearean texts generously donated by the Risk Press Foundation of Sebastopol.

### ***Dancing At Lughnasa***

Part memory, part magic, Brian Friel's ***Dancing At Lughnasa*** is widely regarded as a modern theater classic. In the play, Michael Evans recalls the nostalgic summer of 1936, at his aunt's cabin in the fictional town of

ROTARY

Sebastopol  
**Rotary**  
Club



# Lobster Boil

**at the Barlow**



**SATURDAY**  
**October 1, 2016**

5:00 PM -10:00 PM

6771 Laguna Parkway

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Live and Silent Auctions

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*The Beatles Flashback*

For more info, go to  
[SebastopolRotary.com](http://SebastopolRotary.com)

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## Rotary Club of Sebastopol – Board Report Summary – September 13, 2016

Continuing our effort to be more informative and transparent about what our remarkable club is doing, here is our third month's installment of our committees' updates. This summary includes reports from the September Board meeting. For each monthly meeting, I've asked the directors for each area of service to summarize in writing the current status of the committees under their purview. The astute AppleKnocker team has once again edited the reports to make them more readable. The more you know, the more you'll likely be as proud as I am about our amazing club. Perhaps you'll even share this gift with someone new and invite them to lunch.

Yours in Rotary Service, **David Schreiber**



[You can see the full Directors' reports at ClubRunner| MemberArea |MyClubRunner |ViewClubDocuments| BoardMeetingMinutes| 2016-2017. –Ed.]

### **COMMUNITY SERVICES AREA – Director Rick Williams:**



Lobster Boil (**Chairs: Aleia Coate, Jackie Moreira**) – As of Friday 9/9, nine seats that had been reserved became available. **Aleia** indicated that, given the number of people on the Waiting List, there should be no problem selling the additional 9 tickets. Lobsters are on order and might end up being larger than originally estimated. The Silent Auction is rolling along at good speed. Sponsors are lined-up. According to **Aleia** and **Jackie**, all is looking very very good.

The next major event is the Crab Feed (**Chair: Nao Noguchi**) – Nothing happening until Lobster Boil is in the past.

Community Service Projects Committee (**Chair: Steve Beck**) The first official meeting was on 9/2/16. Steve Beck reviewed the objectives of the committee with

the members in attendance. The committee is in the process of developing guidelines to review projects. A project submission form is being developed and it will assist the project lead in acquiring necessary resources for a successful completion. Projects currently underway are:

- Peace Garden at the Sebastopol Public Works Building on Morris. **Julie Cugini** is spearheading this project. She has submitted plans and information to the city for their review and is waiting for their reply.
- Painting of the Humane Society waiting room: **Steve** has been in touch with Sunrise Club representatives. They have the necessary funding; now they are working on a date and volunteer coordination.
- The Laguna Rotary Volunteer Day: Still planned for Sept 24<sup>th</sup>. Many Rotarians have signed up.

Community Grants Committee (**Chair: Linda Johnson**) Nothing to report until applications become available and submitted for review, starting in December.

Dictionary Committee (**Chair: Paul Yeomans**) No change from last meeting.

Food Drive Committee (**Chair: none**) That committee was dependent on the previous chairperson. The objective was to collect food and distribute it to various non-profits in the area. From my (Rick's) understanding, there wasn't a lot of food that was collected. It may be better served to create a new focus. Input is welcome.

Learn to Swim Committee (**Chairs: Greg Jacobs, Rick Wilson**) Nothing happening until after the first of the year.

Learn with Me Committee (was Read to Me) (**Chairs: Mike Carey, Linda Irving, Patti Blount**) - **Linda Irving** gave an update at Friday Sept 9<sup>th</sup> meeting. The committee is reaching out to the Senior Citizens Center to engage their participation. This would be great for some of the seniors to become involved. The committee is also reaching out to the Sunrise Club and the Kiwanis. The committee presented a new logo at Friday's meeting. In addition, a teacher at Parkside has stepped up to help coordinate with other teachers to identify and quantify students that would benefit from this program. The committee has set Sept 22<sup>nd</sup> as a day for orientation to the program for any of the volunteers that would like to attend. Two sessions will introduce volunteers to methodologies and styles of engaging the students.

Teacher Mini Grants Committee (**Chair: Keller McDonald**) Mini Grant guidelines will go out after the first of the year.

Peace and Conflict Resolution: (**Chairs: Henry Alker, Steve Zivolich**) No status as of this date.

**NEW COMMITTEE** -- Domestic Violence Awareness & Prevention Committee (**Chair: Peggy Rogers**) **Peggy** has coordinated with Rotary International and is developing the committee and objectives. The newly formed Domestic Violence Awareness and Prevention Committee consisting of **Peggy Rogers, Kathie Mayhew, and Cory McGuire** has been actively researching resources in our county who help abused family members. They ask that the club recognize publicly that October is National Domestic Violence Awareness and Prevention Month, and support the committee's



efforts at handing out fliers and resource information during the month along with a short announcement at a Friday meeting. The committee will provide whatever is needed for the AppleKnocker or any other publication. Sebastopol will be proclaiming October as Domestic Violence Awareness and Prevention Month.

**PROPOSED NEW COMMITTEE -- Volunteer Request Committee** (Requested by **Katy Spyrka**) **Katy** has requested of the Community Services Directorship a proposal to create a volunteer program for the Senior Citizens Center for drivers for the seniors. Since our organization is sought out for volunteers for various programs, she suggests a committee that just handles volunteer requests. It would just be a point of contact for requests and announcements and would work with the appropriate persons to publicize the need. Your thoughts would be welcome.

## **VOCATIONAL / YOUTH SERVICE AREA – Director Jackie Moreira:**

The Interact program has begun (**Chair: Dan Rasmus**) and school commitments made:

- Analy (**Dan Rasmus, Donna Pantzer**) Met with officers last week – Club day Sept 15, first “club” meeting Sept 21. Officers are recruiting members and Lobster Boil participants. We will definitely have 30+ volunteers for LBAB (Lobster Boil at Barlow).
- Brook Haven (**Pauline Pellini, Mike Carey**) First meeting soon. They are committed to help with programs at LBAB.
- Orchard View (**Lisa Jacobs**) No report
- Twin Hills Charter (**Dan Rasmus, Monica Kretschmer**) Just met with officers this week – first “club” meeting Sept 20. Twin Hills officers are excited about the World Polio Day fundraiser (District wide effort).
- **All: Jeff Boal** will be presenting to Twin Hills on 10/18 on Anthill Foundation to enlist their support of supporting Uganda School. Analy agreed to support last year, just need to determine amount. Brook Haven and Orchard View also on board. This is the first Sebastopol Rotary-sponsored Interact-wide supported International project.



Youth Exchange (**Chair: Katy Spyrka**) – Returned outbound, Katie Underwood, returned July 6 and will do a short presentation/thank you to the club. Next year's inbound, Malene from Denmark, is living with her first host family. Current outbound, Lindsey Rippert, is in Italy. Next year's outbound, Meeka Martin, is chosen and is filling out her applications. We always need more host families.

Overcoming Obstacles Award (**Co-Chairs: Tom Boag, Donna Pantzer, Barbara Bickford**) Met 8/22 to plan publicity program. Program announcement documents will go out soon to HS counselors. **Steve Kellner** has arranged an opportunity for us to present our program to a combined counselor meeting in late September. This is an effort to attract more students to apply. Event date has been set for April 14, 2017 and announcements (including a new program description from Co-chairs **Barbara Bickford** and **Donna Pantzer**) have been sent to high schools. Students have until late October/early November to apply. In December, our committee has a special selection meeting where six students (plus one or two alternates) are selected – ideally two students from each HS, one M and one F. Participating students will be notified in January. Budget for OOA is about \$9,080 per year of which \$1,650 is paid by sponsors. OOA also has a substantial bequest.

RYLA (Rotary Youth Leadership Awards) (**Co-Chairs: Cindy Carter, Tom Boag**) - The annual RYLA event will be in June 2017. We will send 4-5 Analy juniors to this week-long leadership camp with the other approximately 60 campers from all around District 5130. Our club hosts the welcome BBQ (with Sunrise). Per **Tom Lambert**: The goal is to take steps to increase the visibility of RYLA next year. Maintaining our good relationship with the local schools is important to the continued success of our youth service programs. A RYLA program overview will also be shared at Steve Kellner's counselor meeting in late September – to increase the number of qualified applicants in 2017. Budget for RYLA is \$3,000 for six student fees plus food expense of approximately \$500.

SRJC Scholarships (**Chair, Founder: Henry Alker**) – The committee considered widening focus to other schools but decided SRJC is best focus. The committee – with input from the SRJC Scholarship Director – decided not to make changes. We like the relative clarity our criteria provide in making a \$4,000 investment in a student – and our scholarship is one of the largest in the SRJC arena. The SRJC scholarship office supplies us with all applicants from West County for scholarship assistance of any kind. We currently check with the Speech contest and Overcoming Obstacles Award committees to see if any of their candidates look promising. We do not yet know the level of funding the club will provide. Last year, after the fundraiser, the Board approved two \$4,000 scholarship awards. We plan to ask this Board to fund the same. Like last year, we will seek to fund a third \$4,000 award from Education Foundation. If that fails, we will ask for personal donations.

Three other regular programs in the Vocational / Youth Service Area are the High School Speech Contest (**Chair: Larry Ford**), Trade Paths (**Chair: Rick Williams and Mike Carey**), and Financial Literacy (**Chair: Tim Moore**) – Probably no further update on these programs until later.

Analy HS Career Fair (**Chairs: Tom Lambert and Linda Johnson**) – Will be held in spring 2017 (late March). Request for \$300 budget.

Budgets: Director **Jackie Moreira** submitted a SREF Liaison Report and announced SREF's donation of \$32,285 to the club for educational use. SREF to consider continuing previous plan of providing 4% of its corpus to the club. This is the 4<sup>th</sup> year of a 4-year pilot.

### **WORLD COMMUNITY SERVICE AREA (WCS) – Director Frank Mayhew:**



Director Frank Mayhew has been traveling in Africa and submitted no report for this month.

### **CLUB SERVICE AREA – Director Jerry Warren:**

PR (Public Relations) Committee (Chair: Hal Kwalwasser) Hal reports that he has now received the first drafts of the revision to the website. He is going to hold a meeting on 9/14 to go over them with the continuing target of having a completed version on or about October 1. Once we have the new public part of the website in place, we will turn to the member pages and other publicity pieces for the club. Hal has also sent out a “reminder” press release regarding the Laguna clean up event on 9/24.

The Program Committee (Chair: Russ Cunningham) Programs are now set through the month of December – including guest Rotarian to speak on the Rotary Foundation.

The Sunshine Committee (Chair: Mia Del Prete) A card was sent to **Dennis Judd** following his heart procedures.



AppleKnocker Scribes and Photographers (Chair: Harvey Henningsen) **Harvey** reports that everything is tracking according to signups for these two activities and all positions are now filled. Those who signed up for the month and need a substitute are finding their own from the list of scribes and photographers.

Sergeant-at-Arms Committee (Chair: Nao Noguchi) Everything is going well. Nothing new to report.

The Membership Committee (Chair: Jeff Boal) Met on 8/29 with committee members: **Boal, Linda Johnson, Mia Del Prete, Harry Polley, Rick Wilson, and Peg Rogers.** Many topics discussed:

- **Harry** volunteered to work on getting thumb drives with Rotary logo/wording to be but noted that we need to assess the budget for our committee. After some discussion on budget, he added that we can proceed with materials already on hand.
- The committee agreed that all Rotary Information sessions will have two past presidents meet with prospective member(s). A “Lead” PP who has successful experience in doing Rotary information and another past president. **Rick** will arrange for this “couple” and the prospective member to meet as soon as possible after Chair request.
- Fireside Chats: **Jeff’s** goal is for two this year for current and new members. Decision to have one in fall and to especially invite new members and have enhancing follow up from their “Rotary Information”. **Kathie Mayhew** to chair.
- New Members Class “Project” – **Linda Johnson** reported several new members attended meeting a couple of weeks ago and decided to focus on children 0-5 years of age. They will have several non-profits in the area who have ongoing programs we might support.
- Tracking New Members: **Jeff** reported that he met with **Ron Puccinelli** who is now managing the pertinent events and dates of new member processing from application by sponsor up to Red Badge. **Jeff** handed out a Member Process Matrix showing steps in the process and who is responsible for what.
- Prospective Members: **Jeff, Harry, and John** are developing a list of potential members in our community that can be “assigned” in some way to members who have desire and skill to invite.
- Media: The committee discussed getting assistance from **Michele Kimble** and/or **Jim Raffini** for help with “news releases”. **Jeff** showed a Rotary District 5180 video on how “not to bring new members into club.” There was also a discussion about advertising for new members.
- Mentoring: Discussion of specific directions for mentors as well as finding a “stable” of good mentors.

Greeters (Chair: Linda Johnson) Green-Badgers/new members are greeters for minimum of 4 weeks each. **Rick Wilson** has been asked to be a regular member of the Friday greeting team as he will know who the visiting Rotarians are



and who are visitors. His presence as a Sebastopol Rotarian will help identify those visitors who may be interested in joining the club. Following this Board meeting, "Greeters" will be under the direction of the Membership Chair.

The AppleKnocker is our club newsletter (Chair: **Tom Boag**). New Editors **Jim Raffini** and **Steve Kellner** have both "soloed" as Editor – meeting schedule. **David Still** will complete training after his vacation. A new AK (monthly) section – a summary of all club Director's reports – has been added and included in the AK for July, August, and September [this summary -Ed.] A budget for the AppleKnocker needs to include: 1) License for Microsoft Office 365 for five editors (at very low non-profit org price we get through "tech soup") as approved by Presidents Wilson and Schreibman in June, 2016 – Ongoing \$120 per year; 2) Other software for new Editors (Photoshop elements, File Reducer, WinZip Pro, File Renamer) - \$200 one-time cost this year, \$100 per year ongoing; and 3) Misc. computer supplies (paper, toner, markers) - \$100/year ongoing. Total \$420 this year, ongoing \$320/year.

A Club History / Archive "Committee" (Chair: **Tom Boag**) Some 70 Gigabytes of AppleKnocker original and edited digital photographs (some 18,000 - indexed) from the last six years of AK production have been uploaded to OneDrive (cloud storage) – available, for any club purpose, to any member who requests an OneDrive account. The plan is to add more from a ten-year collection of AppleKnockers plus scanned copies of newsletters going back over 50 years. Photos from this archive will be used for many projects, including club webpage.

AV (Audio Visual) Committee (Chair: **Ron Puccinelli**) Nothing new to report. AV Committee currently working on audio visual support for November Rotary area convention in Santa Barbara.

The Sponsorship Committee (Chair: **Cindy Carter**) **Jim Pacatte**, **Linda Johnson**, and **Cindy Carter** continue to send emails and make phone calls in order to bring in more sponsors for the October 1 Lobster Boil. Sponsors totaling approximately \$8,500 are confirmed as of today (9/13).

### **CLUB ACTIVITIES AREA – Director Mia Del Prete:**



The Club Picnic (Chair: **Ellen Harrington** with **Bob Cugini** and **David Still**) The Club Picnic was held on August 27 at the home of **Dennis Judd**. There were approx. 75 people in attendance with about 25 of them from the Sebastopol Sunrise Club, including their President and President-Elect. All proceeds were turned over to **Ken Jacobs**, club treasurer. Everyone seemed to have a great time. The food was excellent and the games were a lot of fun!

District Governor's Reception Committee (Co-Chairs: **Aldean Noethig**, **Donna Pantzer**, **Mia Del Prete**, and hosts: **Frank** and **Kathie Mayhew**) The DG's Reception will be held Thursday, Sept 22 at the **Mayhew's** home from 5:00 to 7:00 p.m. **Aldean** will prepare the appetizers and set up. **Donna** has made arrangements for wine. **Mia** will supply the paper products. A basket for the DG to take to the next Rotary Club – to be raffled off – is done.

Donors are **Rich and Leah Williams**, **Jerry and Kay Warren**, **Jack and Marie Blasco**, **Frank and Kathie Mayhew**, **Ken Silveira**, and **Mia Del Prete**.

Halloween Party Committee (Chair: **Ellen Harrington**) (Joint event with Sunrise Club) **Ellen** has agreed to work with the Sunrise Club on custom-creepy-decorations and recipes...and catering equipment. The party will be held on Friday, October 28 at 6:00 p.m. at the Holy Ghost Hall in Sebastopol. The cost is \$15/single and \$25/couple. **JT Martin** and band have agreed to play.

Friendship Dinners Committee (Co-Chairs: **Green-Badger Peggy Rogers** and Member-Soon Ruthie Dunlap) When **Ruthie** becomes a member, she and **Peggy** will get together and discuss how to handle the dinners. They are open to suggestions from the board.

The Holiday Party (Chair: **Ellen Harrington**) **Ellen** met with **JT Martin** at his home about the Holiday party. The event is scheduled at **JT and Theresa's** home on December 9 at 6:00 p.m. **Ellen** will call a committee meeting within the next couple of weeks – to discuss notes from her meeting and a list of what they would like to do. She has also conferred with former Chair **Larry Ford** who is still on the committee.

The Golf Tournament Committee (Chair: **Tim Moore**) **Tim** would like to involve the Sunrise Club in the golf tournament. He will reach out to them and hopefully have a report for us in October.

The traditional Super Bowl Board (Co-Chairs: **Torrey Olson** and **Aleia Coate**) – No report

Four other Club Activities, "100 Year Celebration", Veteran's Day, Fishing Trip, and Debunking need chairs and are open to suggestions.