



# *The Appleknocker*

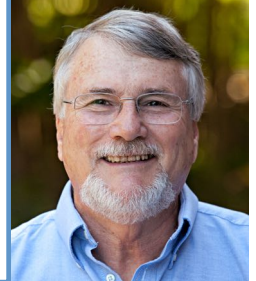
## *Sebastopol Rotary Club's Weekly Bulletin*

### DISCon18: District Conference Planning



ROTARY:  
MAKING A  
DIFFERENCE

**Date:** August 4, 2017  
**Volume:** 2017/18—Issue E16-06  
**Scribe:** HH  
**Photog.** Richard Power  
**Editors:** P.Dirden, J.Holst, D.Still, T.Boag,  
 S. Kellner, HH  
**President 2017/2018** Jack Blasco



"All the News that Fits We Print"



### BEFORE THE BELL



The Roto-palace was all-a-buzz as your **Scribe** passed through its welcoming doors. It's another Roto-year, and your **Scribe's** first opportunity to scribe for our new high priest and palace leader. And there he was, standing at the rostrum, cool as a cucumber, our new **President**, "**Blackjack**" **Blasco**. Nobody seems to know where **John**, his given name, came from. Some say he was raised on the streets of San Francisco, as a pitch-man for the Condor club amongst the North Beach strip joints. Others say he came from Southern California, where he did late night commercials for used automobiles. There are rumors that he came from the East Coast and was raised in a traveling circus where he was a barker for sideshows.



### AT THE BELL



Our leader struck the sacred bell and called the palace congregation to order, striking the Roto-bell at exactly 12:15. **Blackjack** urged us to have fun, make a difference, do good work, and make new friends. He will be pleased to know that new friends were made. **Jim Passage** led us in the flag salute. **Blackjack** called up **J. T. Martin** and **Steve Beck** to lead us in a rousing rendition of America the Beautiful.



### VISITORS AND GUESTS



**Blackjack** introduced us to visiting Rotarian, Dr. Lynda Reid. Dr Reid visited us from the Rotary Club of Road Town, British Virgin Islands. Dr Reid and Blackjack swapped banners. **Jordan Burns** introduced his guest Lawrence Jaffe. **Jim Paccate** shared a wonderful moment from the recent Rotary International Convention in Atlanta. There, **Jim** and his wife **Rosemarie**, met Gloria from the Rotary Club of Abuja, Nigeria. The two shared banners from their respected clubs.



## 🍏 Future Programs 🍏

August 11, 2017

Speaker: Lu Frazier  
Program: Sebastopol Center for the Arts  
**MEETING OFFSITE AT SEBASTOPOL  
CENTER FOR THE ARTS**

August 18, 2017

Speaker: Harvey Henningsen  
Program: Sebastopol & Sawmilling in the 1950's

August 25, 2017

Speaker: Jill Peterson & Sarah Tendall  
Program: Roseland Mentor Program

September 1, 2017

Speaker: Linda Civitello  
Program: Sebastopol Senior Center

## 🍏 Future Events 🍏

**Club Picnic: 8/20**

**Lobster Fest ("Circus") 9/30**

## 🍏 Miscellany 🍏

### Next Board Meeting

**Date/Time: August 8, 2017, Tues 5:30**

**Location: Jack Blasco's Home, Sebastopol (Graton)**

### MAKEUP NOTIFICATIONS--

JackEDunlap@gmail.com

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

### Domestic Violence Hotline:

**707-546-1234**

### 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](http://sebastopolrotary.org)**



## 🍏 THE RAFFLE 🍏

Wow! **Blackjack** was getting wound up now and went into his East Coast barker mode. **Jack** is so good that your **Scribe** yearns for the winning ticket. **Russ Cunningham** had the winning number of #5138, and came forth to test his dart throwing skills.

**Jack** must have worked in a carnival! He has all the moves. He knew exactly where **Russ** needed to place his feet. He rambled off some incredibly complex instructions on how to throw the dart. Then, in the midst of all this confusion, he slipped poor ol' **Russ** two of the extra heavy-lead darts that amplify gravity. **Russ** took careful aim, and the first two darts nearly hit the floor. **Blackjack** gave him a third dart, and it achieved a trajectory leading it to a balloon of unknown color and of little value. **Russ** won a grand total of six dollars!



## 🍏 ANNOUNCEMENTS 🍏

Organic farmer and baseball player **Torrey Olson** talked about the *tour De organics* on August 13. **Torrey** urged us all to take part in unique West County event.





**President Jack** reminded us about a Rotary workday at the Laguna Environmental Center on September 9.

**District Governor Bob Rogers** and **Richard Power** reminded us about the up-coming Pedal for Polio ride. **Bob, Richard**, and other Rotarians, will take to the highways and byways of District 5130, riding from Crescent City to Petaluma, August 13<sup>th</sup> to the 19<sup>th</sup>. There is still time to sponsor a rider, visit: [www.rotary5130.org/pedal-polio](http://www.rotary5130.org/pedal-polio)

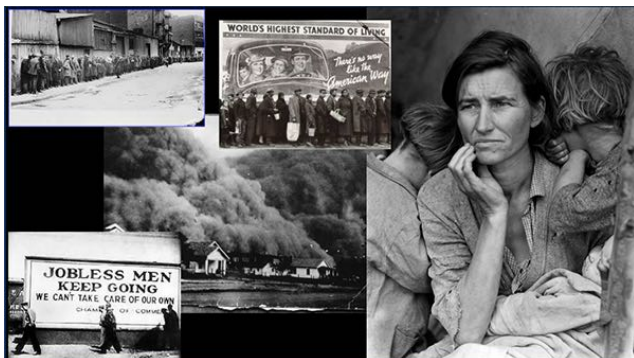
You can also greet **Bob, Richard**, and the other riders, as they cross the finish line at Lucchesi Park in Petaluma, on Saturday, August 19<sup>th</sup>, from 11am to 3pm.

**Blackjack** then reminded us that the lobster fundraiser will happen on September 30<sup>th</sup>. Although the event is now officially sold out, **Aleia Coate** said there are often times where tickets are turned in at the last minute.

**Blackjack** called **Linda Johnson** and **Ellen Harrington** to the podium to talk about silent/live auction items and sponsorships. They both encouraged us to talk to our friends and relatives about possible donations to the auctions. **Cindy Carter** is looking for more silent and live auction items, please contact her. Major Lobster-feed sponsorships will be at four levels of sponsorship this year. They include the Learn-To-Swim sponsorship at \$5,000, the Overcoming Obstacles level at \$2,500, The trade Paths Awards level at \$1,000, and The Cool Kids Camp level at \$500. If you know of a potential sponsor, please contact **Linda** and **Ellen**.



## RECOGNITIONS



**President John**, [or is it **Jack**] is now showing depression era images up on the Roto-screen. In the midst of the great depression Rotarian Herbert Jay Taylor coined rotary's four-way test.

*Is it the **truth**?*

*Is it **fair** to all concerned?*

*Will it bring **goodwill** and **better friendships**?*

*Will it be **beneficial** to all concerned?*



These are 24 words that transcend politics, religion and so many other things that divide us, and provide a clear simple set of principles to live by.

**President Jack**, [or is it **John**] said that this year he would like to highlight the four-way test by recognizing Rotarians who exemplify the spirit of Rotary and make a significant contribution to our club. He will do that by acknowledging & presenting these active Rotarians with a four-way test coin. At that point **Jack** called **Aleia Coate**, our own Wonder-Woman, to the podium, and proceeded to make the first four-way test coin presentation of the year, to her. **Jack** said he picked **Aleia** for the first coin ceremony because, when he lost his lobster feed Chairperson, he asked **Aleia** to step up to run the show, and she readily accepted the leadership responsibility. The palace disciples roared approval and clapped loudly.



## CRAFT TALK



**Les Crawford** was born in Minnesota in 1943; in a village filled with Norwegian farmers, loggers & milk-maidens. **Les'** father was born in a sod-hut in 1917 in South Dakota. These revelations explain many of the many unique qualities that **Les** possess. At the age of 15, in 1958 he moved to San Diego [A very cool time to be a teenager in a very cool surfing place]. He was educated at Cal State Fullerton. **Les** got into teaching at a Catholic school and decided he liked it. After getting his feet wet, he moved to Maxwell, CA to be a principal. Hopefully **Les** got to go duck and pheasant hunting while there. During this time, he lived in the superintendent's house and kept his clothes at the high school gym. Later, he moved to Sebastopol and became principal of Apple Blossom School, and later, Alexander Valley School. Finally, he became Superintendent at Twin hills School. In all, **Les** was a teacher for 8 years, Principal for 12 and a Superintendent for 22 years. Over 42 years of educational service.....**Lester**, take a bow! All those years of service and he still has the twinkle in his eye and enthusiasm...way to go **Les**!



## WHAT DID OUR MONEY DO



**Blackjack** turned the audience's attention to the big screen. Jack gave the club an update on an international project our club helped fund in 2013-14, Forest for a Living. He showed us a video with terrific narration by **District Governor Bob Rogers's** daughter, Amy. The video described the troubles facing cacao farmers in the Brazilian rainforests. The art of harvesting cacao is a back-breaking process, and under many circumstances, not lucrative for farmers. The lack of fair pricing for cacao plants led many to engage in lucrative endeavors, like logging, further destroying our rainforests. Amy's project helped indigenous cacao farmers connect with buyers that would offer farmers fair prices for their crops. Because of our support, cacao is now being directly sold to buyers, conservation programs are up and running, and the livelihood of cacao farmers is improving at a "mind-boggling" rate! After the video presentation, our new **District Governor Bob Rogers**, came up to the podium just busting his buttons with pride for his daughter's work. **Bob** informed us that our donation helped Amy's dream take flight. This was a wonderful Segway to this week's program.



## THE PROGRAM



A video was played about our local clubs and how an idea spawns great works. This video was narrated by our supreme commander, **D. G. Bob Rogers**. He does have a golden radio voice. The video clip contained eye-catching animation that shows what can come from simple ideas when implemented and multiplied through our Rotary world.

**President Blasco** then called up one of our club's golden voices, **Dan Rasmus**. **Dan** piloted today's program by laying out the fundamental goals of **Bob's** big finale at the District convention at McClellan Air Force Base, where 45 of our district clubs from Petaluma to Del Norte County will converge to send **Bob** off in style.

**Dan** talked about how ideas are started and incubated. He told us about **Bob's** idea, which was hatched on the plane, on his way back from Uganda (One man or woman, one idea, great changes for the good). "A-hah!" he thought, "Rotary is a great incubator of ideas!" Our district conference will be a place to honor, celebrate, and encourage bold new ideas. We have the visionaries. We have the resources. We have the people who can access donors. We can be impactful in new ways that are yet to be thought of.

**Bob** pondered, "So why not challenge ourselves to come up with what's next? Ideas translate into action and we've done it with programs like overcoming obstacles, learn to swim, teacher's mini grants and so many others." At the district conference, Rotarians will be inspired to change the Rotary world. As Rotarians enter the conference, people will pass a wall of dreams, a place where people will share their dreams and find inspiration to change lives. People will work together to share their problems with other Rotarians, and seek to find game-changing solutions.

Get ready to let your dreams take flight. Save the date, and join us at the District Convention, May 18-20, at McClellan Air Force Base in Sacramento.

Next up, **Jeff Boal**, **Brian Langermann**, and **Gene Nelson** took the lectern to talk about what it will take to put on this amazing event. **Keller McDonald** was supposed to introduce the talk, but since **Keller** was absent, **Jeff** took on the role of **Keller**.... complete with a sombrero! **Keller McDonald**, **Gene Nelson**, **Jeff Boal** and **Brian Langermann** (a.k.a., the







Fab Four) will be chairing the committees preparing & coordinating the district conference. By the way, the last time our club hosted a district conference was at the Radisson in Sacramento for past District Governor, **John Blount**.

Your **Scribe** was in on that one. "Back to the future" was the theme, and boy did we do it up right! Knocked that sucker right out of the park! There is a deep stream of talent that runs through this club. It was expressed at **John's** conference. Our history of grand productions, and the tradition of excellence we have expressed through the years, calls for us to unite our talents towards creating another success at **Bob's** conference.

**Keller McDonald's** team will be taking care of conference services (awards, gifts, recreation, programs, etc).

**Gene Nelson's** team will head up operations at the conference (registration, lodging, signage, décor, meals). **Gene** also told us that he was not allowed to run this train, or to touch the throttle and the bells; "but let this train jump off the track and see who catches hell!"

**Jeff Boal's** duties will be arranging the program (speakers, A/V) and creating activities where people can brainstorm.

**Brian Langermann's** will be in charge of marketing the conference and arranging for fun and games for all.

I think that your **Scribe** can safely say, speaking for our club's Rotarians: "There's a whole lot of things that we ain't done! But we ain't never had too much fun! I want to be on the fun committee!"

**Keller, Jeff, Gene** and **Brian**, [The Fab Four] then handed out mementos of today's program. They were flyers with a connect-the-dots-airplane for you to complete, and if so inclined, to color on. The flyer has a date on the other side, so you can get it on your calendar, and post on your refrigerator...along with pictures of your kids and grandkids. A note on the back of the flyer this reminds us that there are four teams you can get involved with! Again, they are; Services (**Keller McDonald**), Operations (**Gene Nelson**), Program (**Jeff Boal**), and Marketing (**Brian Langermann**)

One of the creative geniuses of our club, **Paul Thielen**, shared a very unique idea that all Rotarians in our district will be able to be involved in, prior to and during the conference. **Paul** projected a "Where the hell is Matt?" video clip. Piggy-backing on this idea, **Paul** plans to go around to all 47 of the clubs in our district, and record dance videos of each club in our district, much like the ones we saw in the "Matt" video."

**Paul** finished his presentation with a heartfelt request, asking our tribe for help with IDEAS and sweat-equity, to make this Rotary conference the best one ever (since **John Blount's**, when we blew the district right out of the water)!



## 🍏 THOUGHT FOR THE DAY 🍏

**Brian Langermann** delivered the thought for the day (theme for the fab four): "Teamwork makes the dream work."

## 🍏 THE FINAL BELL 🍏

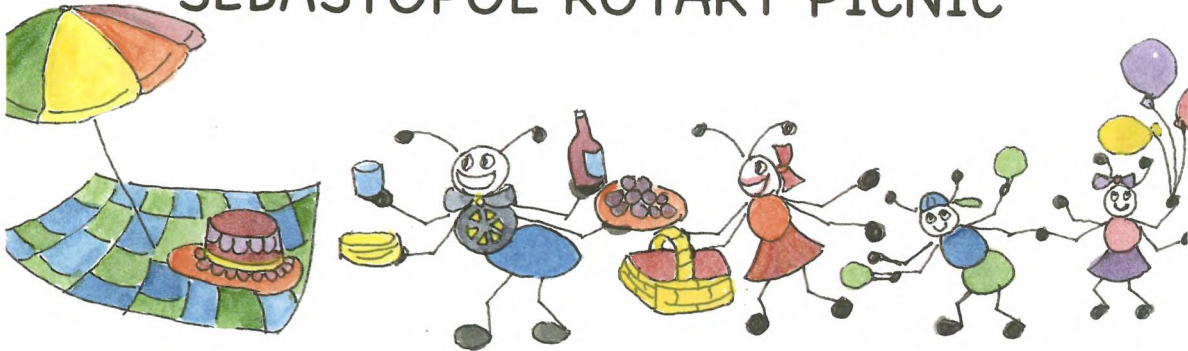
With that, our fearless leader rang the roto-bell at 1:30 PM sharp, and ended an action packed meeting!

**NOTICE! ..... WARNING! ..... PELEGRO!**

Next week's Roto-meeting will be at the old Veterans Memorial Hall now called the Sebastopol Center for the Arts. If you come to the Roto-palace next Friday, you will be conscripted to baking apple pies. And no, baking apple pies does not count as a make-up meeting.

YOU ARE INVITED TO THE ANNUAL SUMMER

## SEBASTOPOL ROTARY PICNIC



SUNDAY, AUGUST 20, 12-4 pm

AT BOB HIRSCH'S HOUSE  
1055 MONTGOMERY, SEBASTOPOL

\$15 per person/ \$25 per family

MARIO IS COOKING!!!



## FUTURE PROGRAMS



August 11, 2017: **Lu Frazier** – Sebastopol Center for the Arts

Born Oakland, CA and graduated from Castro Valley High. Met husband, Bud, in high school and married when we were twenty. Graduated from San Jose State University with a degree in social science and a secondary teaching credential. Moved to LA and taught social studies and English for 11 years on the Palos Verdes Peninsula School district. Ten years later, we had two boys, Dan & Scot. Bud graduated Long Beach State University and taught inner city LA for several years and then became an insurance broker. While in LA, purchased 80 acres in Sea View Ranch (Cazadero) and 33 acres above Roblar and Canfield Rd. Moved to Roblar property in 1976 and built home and farm there. Raised sheep for cash and assorted other farm animals along with an acre garden. Children attended Twin Hills School District. I became full time volunteer librarian at Twin Hills for four years. Returned to college and attended Sonoma State University, receiving a Master's Degree in Business Management, emphasis in managerial economics and accounting. Worked in various local CPA firms in the county as an accountant and helping install and debug accounting software. Acquired my CPA and CMA certificates, Wanting work in the Sebastopol area, I accepted a position at Hearthsong as accounting manager. When Hearthsong was sold and moved to Peoria, ILL, I moved to J Wine in Healdsburg and managed the accounting department for 11 years. Again wanting a position closer to Sebastopol, I accepted a Controller/CFO position at Iron Horse Vineyards. Retired from Iron Horse after 10 years. Currently working freelance for very small wineries.



I am member of the Institute of Management Accountants, a Certified Management Accountant, and past president of the Redwood Empire Chapter. Also a member of the Sebastopol Chamber of Commerce and past president, current vice president. Board member of the Sebastopol Center for the Arts, currently president. Still licensed as a CPA and insurance agent.

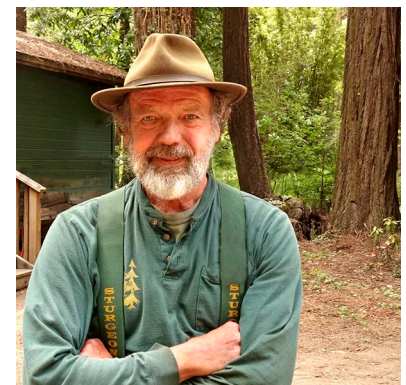
I enjoy travel, books, gardening, friends, family and helping West Sonoma County denizens sign up for Covered California health insurance pro bono. Dan is currently the Advanced Senior Art teacher at Del Mar High in San Diego, married with a 16 year old son, Jack. Scot is Chief Operations Engineer, Urban Airship in San Francisco.

August 18, 2017: **Harvey Henningsen** – “Sebastopol & Sawmilling in the 1950's”

My first memories of Sebastopol come with one blinking stop light hanging in the middle of town at the Hwy 12 & 116 intersection ..... Blinking red towards Santa Rosa & yellow for folks coming from San Francisco on their way to the Russian River.

Picture a slower paced world in the 1950's when driving to Santa Rosa with your Mom; riding in the rear window or standing on the floorboard with your hands on the dashboard. Mom & I waved at every car that we passed.... And they waved back.

Imagine a traffic policeman who knew everybody & their cars in





Sebastopol and hunted folks down as they shopped to warn them that their parking meter had expired because he did not want to write a ticket.

Remember a time when if one was lucky enough to have a party-line phone as your only immediate form of communication, the only thing your Mom would request was, “be home in time for dinner” and a time when there was a morning AND an afternoon mail delivery on Saturdays.

Step back into the 1950’s when “Blue Suede Shoes” was playing on your first transistor radio and see Sebastopol through the eyes of a left-handed, dyslexic, ADD kid with size 12 tennis shoes as he tries to make sense of all the changes in technology .....some people in town even had T.V.’s.

I was blessed with an incredible childhood playing around & under an old sawmill; a dream world for a budding gear-head with pyrotechnic aspirations.

#### August 25, 2017: Jill Peterson and Sarah Tendall – Roseland Mentor Program

Jill Peterson and Sarah Tendall are former teachers in the Roseland District- Jill taught at Roseland Elementary School, and Sarah at Roseland Charter Middle School. Jill began the Through College Mentor Program seven years ago, when the district realized that though their college acceptance rates were amazing, the retention rate was not as great as was hoped. The district came up with multiple action items to address this, one of which was creating a mentor program where students could have access to a one-on-one relationship with an adult who had college experience. Sarah joined Jill almost three years ago, when the program expanded to include trainings for both mentors and mentees, and include the additional campus of Roseland Collegiate Prep. Eight groups later, they are constantly looking to improve the program (it is the only one like it in the county) and always are in need of mentors who are ready to help expose a high school student to new experiences, and be a support through the tricky transition into college life.



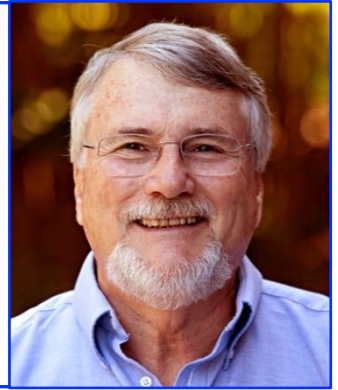


## Rotary Club of Sebastopol – Board Report Summary – August 08, 2017

### What Have Our Committees Been Up To?

Ever wonder that all those committees that you didn't sign up for have been doing? Just keep reading. Each month our committee chairs report their activities to their area of service directors, who each prepare a written report for the monthly Board of Directors meeting. The AppleKnocker team edits these reports into the informative and easily digestible summaries that appear below. Take a minute and stay up to speed on all the great things that our club has been doing. Tell a friend.

**Jack**



[You can see the full Directors' reports at ClubRunner| Member Area| MyClubRunner| ViewClubDocuments| BoardMeetingMinutes| 2017-2018. –Ed.]

### COMMUNITY SERVICE AREA – DIRECTOR MICHELE KIMBLE:

LOBSTERFEST 2017 (CO-CHAIRS: **Aleia Coate** and **Jan Weiner**) – We're sold out! Just a couple of tickets left. Still looking for a couple of more live auction items, silent auction items, and sponsorships.

CRAB FEED (Co-Chairs: **Nao Noguchi** and **Scott Briggs**) – Nothing new to report.

COMMUNITY GRANTS COMMITTEE (Chair: **Linda Johnson**) – Nothing new to report, other than the fact that the committee will be changing the format somewhat this year. They'll be selecting committee members in November...

LEARN TO SWIM COMMITTEE (Chairs: **Greg Jacobs** and **Rick Wilson**) – Nothing new to report.

TEACHER MINI GRANTS COMMITTEE (Chair: **Keller McDonald**) – No change since last month. Teacher mini grants will launch in September after school starts and teachers are back.

DICTIONARY COMMITTEE (Chair: **Paul Yeomans**) – Nothing new to report.

COMMUNITY VOLUNTEER PROJECTS COMMITTEE (Co-Chairs: **Steve Beck** and **Ellen Harrington**) – YWCA: **Jim Pacatte** and **Ellen** will meet with the YWCA CEO to finalize the projects they'd like completed and the associated costs. Once done, **Ellen** will put the district grant proposal together for funding and pass it on to **Steve Beck** and **Jack Blasco** for editing and submission. Cittaslow: **Ellen** attended her second meeting with the group last night (Monday) to discuss next steps in sending out project requests to the nonprofits in Sebastopol for the Lend-a-Hand day.

LEARN WITH ME COMMITTEE (Chairs: **Patti Blount**, **Mike Carey**, and **Linda Irving**) –

- Last year, the committee made announcements at Rotary, seeking members who would like to participate. Didn't get much response there. Reached out to realtors (a key group in the community when it comes to school volunteers), and **Patti** and **Deb Drehmel** had a recruitment weekend at the Sebastopol Senior Center in the fall. **Mike** recently chatted with two new(er) members who are very interested in participating.
- The SUSD administration will be changing when school opens in less than two weeks. This year, Sebastopol Union (rumor has it) will have some staffing changes, which impacts Learn with Me. Since **Mike** will have a granddaughter at Park Side this year, he's very excited and hopes to participate in the school program.
- **Debbie Drehmel** does an excellent training session for interested volunteers, offering it during the day and the evening. This takes place shortly after the 'real' start of school and **Mike** will let us know the dates at that time. **Mike's** great hope is that we could get more Rotarians involved. "Anyone can do it with the brief training and the interest (and there are many interests and skills that Rotarians can bring)."

PEACE AND CONFLICT RESOLUTION: (Chairs: **Henry Alker**, **Steve Zivolich**) – Asked for report. Have not been provided with one.

DOMESTIC VIOLENCE AWARENESS COMMITTEE (Chair: **Cory Maguire**) –

- Seven members visited the YWCA, their safe house (immediate housing for families leaving an abusive home), and their special day place for children.



- Several members arrived for the video viewing on the 20th. Much discussion followed and a concept for 2017 efforts is being formed.

## VOCATIONAL SERVICE / YOUTH SERVICE AREA – Director Barbara Bickford:



OVERCOMING OBSTACLES AWARD (Co-Chairs: **Tom Boag**, **David Schreiber**, and **Barbara Bickford**) – OOA is not gotten underway and is trying to settle on a date [May 4 suggested.]. This will get resolved in several days when teachers/counselors get back from vacation.

INTERACT (Chair/Coordinator: **Barbara Bickford**): -- No new report.

**ANALY** (**Brian Langermann**, **Bob Hirsch**, and **Monica Kretschmer**)

**BROOK HAVEN** (**Pauline Pellini** and **Mike Carey**)

**ORCHARD VIEW** (**Lisa Jacobs**)

**TWIN HILLS CHARTER** (**Dan Rasmus** and **Monica Kretschmer**)

**WILLOWSIDE** (**Bret Page**)

FINANCIAL LITERACY (Co-Chairs: **Tim Moore** and **David Schreiber**) – No new report. (Starts next spring.

ROTARY YOUTH LEADERSHIP AWARDS (RYLA) (Chair: **Cindy Carter**) – No new report (Starts January 2018)

YOUTH EXCHANGE (Chair: **Jackie Moreira** and **Katy Spyra**) – No report submitted

HIGH SCHOOL SPEECH CONTEST (Chair: **Richard Power**) – No new report (Startup October)

TRADE PATH (VOCATIONAL) AWARDS (Chair: **Rick Williams**) – No report submitted

SRJC SCHOLARSHIPS (Chair: **Scott Briggs**) – No report submitted

INTERACT HOLIDAY ADOPT A FAMILY (Chair: **Pauline Pellini**) – No report submitted.

CAREER FAIR ANALY HS (Chair: **Tom Lambert**) – No report submitted

COOL KIDS CAMP (Chair: **Robin Maybury**) – No report submitted

SREF Liaison Report: **Michele Kimble** -- No report submitted

## CLUB SERVICE AREA – Director Tom Boag:

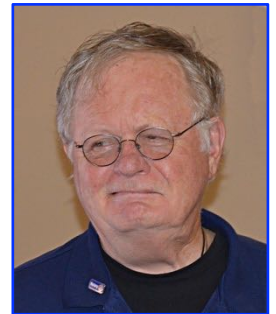
PROGRAM COMMITTEE (Chair: **Mia Del Prete**) - The Committee met on July 28. We are working on scheduling our Guest Speakers for the second part of the year. (The first half is filled.).

APPLEKNOCKER COMMITTEE (Chair: **David Still**) – There is nothing much to report about the AppleKnocker other than it is published regularly, the list of **Editors** is filled, and **David** is considering inviting the editors over for a dinner...in October.

PUBLIC RELATIONS COMMITTEE (Chair: **Hal Kwalwasser**) -- The PR Committee held a meeting on 7/26, with **Linda**, **Michele Kimble**, **Tom Boag**, and **Hal Kwalwasser** in attendance. We also had notes from **Jack Blasco** and **David Schreiber** to consider. Most of discussion focused on how to increase the visibility of the club, especially to non-members. We did not conclude that discussion, or the discussion of other items, but the preliminary conclusions were: 1. The club should focus more on having speakers who raise more high visibility topics – or in the form of debates with competing views. All committee members recognized the limitations of the 30 minutes allotted during lunch meetings, and there was general consensus that we might explore alternatives. Would also overcome problem of people showing up to lunch without having been invited. 2. The committee thought we might do more recognitions where the community would be interested in attending – Adding an award of \$2,000 or more might entice organizations or teachers to participate – and establish us as a major voice for good work in the community as a whole. 3. These events would be newsworthy in themselves. 4. We briefly discussed expanding coverage. **Hal** is going to have lunch with **Rollie** next week [rescheduled] and plans to meet with P-D people in the fall [Maybe reconsider with board advice.]. We agreed that we should send our materials to “Sonoma.com,” which some use for its calendar of events, and that we should reach out to KSRO to see if they would be interested in in-person interviews. 5. We discussed the idea of a table at local events. **Linda** reported that the Sunrise club tried it, but not really worth the effort. 6. **Hal** noted his current press releases are “in article form,” so that he does not see revising them to be more camera-ready for the press. 7. **Hal** and **Michele** will explore with the P-D and **Rollie** if there are reasonable metrics we can use to evaluate the success of the P/R. **Tom** pointed out that he believes we can track who goes on the website and how, and he will check to see if that information will be useful to identify if other efforts are driving that traffic. 8. **Hal** has all the material to update the website. **Hal**, **Tom**, and **Mike** will meet [Met 8/7] and select new photos for the site. We did not get to discuss how to include events during the course of the year, which was one of the things Jack wanted us to address. Meeting adjourned in less than an hour, so we will schedule further discussion next month.

**Hal** and **Tom** are pursuing contact with Tom Boylan, professional P/R person and website director for District 5130. **Hal** has asked the P-D for their ad metrics, but I’ve got no answer yet. Have a lead on a P/R Chair in the Petaluma club

**Hal** revised most of the text on the website – a few things outstanding: Need the “all in” figure for total expenditures on domestic and international philanthropic activity. Need revised page on international community development projects; the current one, which is called “Helping Abroad,” and is a jump page from the “Good Works” page, is totally out of date. I’ve already asked for help from the **Dan**, **Tom**, and **Frank**. Have asked for two more testimonials for the “Fellowship” page, but don’t have anything back yet. We need new pictures and videos. I’d like to meet with **Tom** and **Michael** [Done 8/7] to see if we can find appropriate ones from this past year. Also, when we meet, I’d like to work with **Michael** to get the new pages loaded on the site.





MEMBERSHIP COMMITTEE (Co-Chairs: David Schreiber and Jeff Boal) -- First After Hours Mixer on July 13 well-attended, and venue at Russian River Vineyards was outstanding. Kudos to **Monica** for her putting the event together. What's more, **Chris O'Neill** couldn't have been a better host.

The area that needs improvement is to get a larger number of non-Rotarians who may have an interest in either membership or supporting our programs, with a focus on younger people that might have a challenge with Friday lunches.

**Jeff Boal** and **David Schreiber** met for almost two hours to go over our goals, strategy, and areas of responsibility. **David** will focus on the "attraction" part -- getting them in the door. This part of the committee has been largely missing in recent years. The whole committee will meet August 18.

We currently have three initial applications in the pipeline and 2-3 others that have a possibility of joining.

AUDIO/VISUAL (A.V) COMMITTEE (Chair: **Gene Nelson** and **Ron Puccinelli**) -- Checking with the AV team every week to make sure someone is on duty. Also my work on the District Conference planning committee and on our Rotary board limits how much time I can give to AV. -- Will talk with **Robin** about turning some of this over to him.

SPONSORSHIP COMMITTEE (Co-Chairs: **Linda Johnson** and **Cory Maguire**) -- Forms for requesting contributions have been sent to **Tom** and **President Jack**. We are just starting this week. So far \$ 2,000. Our goal for the year is \$ 25,000. We are going to be planning a donor/membership event in October after our fundraiser.

BIRTHDAY CALLER (Chair: **Dave McLennon**) -- **Dave** finally got a copy of Clubrunner Birthday Report to use as call list from **President Jack**. There is a special report that can be run in ClubRunner to update this list.

GREETERS (Chair: **Rick Wilson**) -- no new report

PHOTOGRAPHY AND SCRIBES (Chair: **Harvey Henningsen**) -- New Club Photograph: Last photo was taken some 3-4 years ago -- used only in AppleKnocker. Can take new photo if time is arranged to get members organized (blue shirts). **Harvey** will use his Master photographer friend Robert Pierce who belongs to the S.R. Club photo best scheduled in fall.

SERGEANT-AT-ARMS COMMITTEE (Chair: **Nao Noguchi**) -- Putting out the boxes of club banners from around the world for the next couple of weeks so that members could write his or her names and month/year on the banners for display.

SUNSHINE COMMITTEE (Chair: **Cory Maguire**) -- Notice for **Jim Raffini's** passing to Members -- Mention of **Jim's** passing in recent AppleKnocker -- **Jim** spent some 9 months as one of AppleKnocker editors.

CLUB HISTORY / ARCHIVE COMMITTEE (Co-Chairs: **Tom Boag** and **Jack Dunlap**) -- Updating OneDrive-based archive, AppleKnocker key word index, and AppleKnocker issues available from website.

## CLUB ACTIVITIES AREA -- Director Torrey Olson:



FRIENDSHIP DINNERS COMMITTEE (Co-Chairs: **Barbara Beedon** and **Ruthie Dunlap**) -- **Ruthie & Barbara** are planning to have an organizational meeting within the next month. They feel like reusing many of the documents from last year -- will allow them to easily put together the program for this year.

GOLF TOURNAMENT COMMITTEE (Chair: TBA) -- Mixed messages on this event with a strong tone of apathy. If anyone has ideas for this event, please contact **Torrey**. No new report.

CLUB PICNIC (Co-Chairs: **Bob Cugini** and **David Still**) -- Picnic date is 8/20/2017. Location at **Bob Hirsch's** property. Current Need: someone to coordinate the games that were debuted last year. No new report.

HOLIDAY PARTY (Chair: **Cindy Carter**) -- Party date: 12/2/2017. The party location has come down to a choice between **Mike Ferguson's** place and the **Zivolich's**. The committee is currently in the process of deciding between two locations. Budget agreed to stay at \$1,100.

Less wine to be purchased as it pushed the budget last year and there was quite a lot left over.

SUPER BOWL BOARD (Co-Chairs: **Aleia Coate** and **Torrey Olson**) -- Nothing to report.

VETERANS DAY PROGRAM (Chair: **Mike Ferguson**) -- Program date: 11/11/2017. Committee of 3. Plans so far for a color guard and decorations. Need to determine a suitable speaker. There has been some mention of indoor fireworks.

HAPPY HOUR ("ROTARY AFTER HOURS") (Chair: **Monica Kretschmer**) -- The first RAF of the **Blasco** Era was on Wednesday, 7/13 at 5pm. Location -- Russian river Vineyards. No new report.

APPLE BLOSSOM PARADE FLOAT (Chair: TBD) -- in development. No new report.

TOUR D'ORGANICS REST STOP (Chair: **Torrey Olson**) -- The Tour will be on Sunday, 8/13/2017. Currently have six to eight Rotarian volunteers to staff the Gabriel Farm stop for the day.

PEDAL 4 POLIO (Chair TBD) -- In development.

ROTARY BOCCIE TOURNAMENT (Chair: TBD) -- in development.

## INTERNATIONAL SERVICE AREA -- Director Gene Nelson:

ROTARY INTERNATIONAL FOUNDATION (Chair: **Dan Rasmus**) -- no updates for August

WORLD COMMUNITY SERVICE (WCS) (Chair: **Frank Mayhew**) -- The committee met on Friday, Aug. 4. **Frank Mayhew** summarized the work of the committee and the grants process. The Keeping Girls in School grant still needs a local sponsor in Uganda. A couple of other projects involving direct grants were discussed, one from **Jim Passage** and Sebastopol World Friends. Any projects approved by the committee will come to the Board following Lobsterfest. At present, no new R.I. grant proposals are being considered. *PROGRAMMA DE BECAS* (Chair: **Tom Lambert**) -- no report

