



Housing opportunities– John Lowry



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President 2017/2018: Jack Blasco



"All the News that Fits We Print"



BEFORE THE BELL



A sense of normalcy had returned to the Roto-palace. **President Jack Blasco** was back at the helm, fresh from the blistering Black Rock Desert of Nevada. The temperature outside was a cool 80 degrees. The raffle darts had magically re-appeared. All was right in the Roto-palace once again.



AT THE BELL



President Jack rang the Roto-bell precisely at 12:15PM. Up first to the plate was **Steve Beck**, who led the group in a spirited, and mainly on-key, version of "*America the Beautiful*." **Steve** was supposed to be accompanied by world-famous singer, **JT Martin**, but he was nowhere to be seen. Your humble **Scribe, Patrick Dirden**, offered a short and sweet thought for the day from Albert Schweitzer:



America The Beautiful (Led by Steve & JT)

O beautiful for spacious skies,
 For amber waves of grain,
 For purple mountain majesties
 Above the fruited plain!
 America! America!
 God shed his grace on thee
 And crown thy good with brotherhood
 From sea to shining sea!



Thought for the Day

Patrick Dirden



Do something wonderful, people may imitate it.

-Albert Schweitzer



Rotary
Club of Sebastopol

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Club of Sebastopol



Sonoma County YWCA Domestic Violence Hotline 707-546-1234

🍎 Future Programs 🍎

September 15, 2017

Speaker: Sheriff Rob Girodano
Program: Sonoma County Sheriff

September 22, 2017

Speaker: Teresa Tudury, Michael Capella

Program: Music is in the Magic

September 29, 2017

Program: LobsterFest Prep – Meet at Community Center!

October 6, 2017

Speaker: Carla Rodriguez
Program: Elder Abuse

October 13, 2017

Speaker: Supervisor Lynda Hopkins
Program: District 5 Update

🍎 Future Events 🍎

Lobster Fest ("Circus") 9/30

🍎 Miscellany 🍎

Next Board Meeting

Date/Time: September 12, 2017, Tues 5:30

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

MAKEUP NOTIFICATIONS–JackEDunlap@gmail.com

On-line Make-Ups:

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

🍎 VISITORS AND GUESTS 🍎

The Roto-palace was the place to be on this Friday! **Jack Dunlap** introduced the club to Assistant Governor Mike Pastryk from the Rohnert Park Cotati Club; and Randy Sealy from the Santa Rosa Sunrise Club.



Paul Thielen introduced us to Muriel Weaver.



Nao Noguchi introduced us to Steve Levenberg. Steve will be entertaining fellow Rotarians at the LobsterFest in a few weeks.





Aldean Noethig introduced us to our exchange student, Marina Trivellini.



Richard Power introduced us to Scott Johnson.

Jim Passage introduced us to our guest speaker, John Lowry.



Linda Johnson introduced us to Ellen Bauer, who's the Director of Public Health for the County of Sonoma, and married to a regular visitor to the Roto-palace, Brian Bauer.

🍎 ANNOUNCEMENTS 🍎



President Jack reminded the club about an event coming up you may have heard about, the LobsterFest! **Jack**, possessing the ideal leadership values of honesty, and transparency, shared some good news and bad news with the club. There are plenty of volunteer opportunities available at the LobsterFest! You can sign up to be a wine steward. You'll be the most popular person under the big tent, wetting the gullets of thirsty guests. You might even become more popular than **President Jack**! You can sign up for the wrap-up crew. Don't dare call them the clean up crew; they're much cooler than that. Pro tip: If you join the wrap-up, you might pick up more than broken lobster tails, you might pickup a dropped wallet or

money clip! Lots of opportunities to help out, and have fun. Sign up today!

If **Jack** did not convince the audience to sign up for the volunteer slots, he convinced the audience to hoard their dimes, dollars, and dineros for the



stupendous and glamorous live auction! You could bask in the sun on a beach in Mexico. You could raid the wine cellar at the French villa of past Rotary President Bill Daniels, in Britany, France. You could explore the beautiful, exotic, rainforests of Costa Rica. You could hold a party with 300 of your closest friends at the Mount Shasta vacation home of **Frank** and **Kathie Mayhew**. Be careful, you might become friends with the fine deputies of the Siskiyou County Sheriff's Department! If those exotic and exciting locales aren't exciting enough, you can purchase a LobsterFest Dream Vacation Raffle ticket. Only \$100 per ticket, and remember, they're limited to \$200 tickets. You could win an all-inclusive vacation to Bermuda, Jamaica, Banff, or the Country Music Awards in Nashville. If **President Jack** didn't sell you on the raffle, perhaps our own **Pauline Pellini** will: "It's the most awesome thing ever!" So, buy, buy, buy! And remember, **Pauline** does not take no for an answer!



After **Jack** channeled his inner Cal Worthington, he handed the lectern to **Dan Rasmus**, who gave us a recap on the Rotary Foundation's Centennial year. Our club raised over \$71,000 this year. About 74% of the club members contributed over \$26.50. Our club had 45 separate Paul Harris Fellowship Recognitions, including 20 brand new Paul Harris Fellows, and two major donors. The Rotary Foundation raises, on average, \$200 million annually. For the centennial year, the Foundation set a goal of \$300 million. They raised \$299 million.



🍎 THE RAFFLE 🍎

It's raffle time! Our resident carney, **President Jack**, had ticket holders on the edge of their seats. Number #5401? No dice! Number #5407? **Mark Stevens**, C'mon down! With **Jack's** patented trick darts in hand, **Mark** aimed perfectly at the blue dart, winning \$10. **Mark**, don't spend it all in one place!



CRAFT TALK



Rollie Atkinson took to the lectern to give an exciting craft talk about the newspaper and journalism business. **Rollie** was not sure if he wanted to give the talk, because so many people tell him how to do his job all the time! He admitted that he was a huge fan of craft talks, until he had to give one! We learned that he was not faster than a speeding bullet; was not as powerful as a speeding locomotive; was not able to leap tall buildings in a single bound; and was not related to Clark Kent! **Rollie** became a journalist in 1974, starting with a small newspaper in Maryland. He was also a stringer for the Associated Press, where he covered Presidents Gerald Ford and

Jimmy Carter. **Rollie** moved to Sonoma County in 1981, and has covered many stories since then. We learned that the journalism game is not glamorous. **Rollie** admitted that he has been shot at; sued for libel; roughed up by the FBI; tangled with the Secret Service; investigated by the CIA (while investigating the CIA); and was kicked out of the US Senate Gallery for not wearing a neck tie! We also learned how **Rollie** was able to cry his way out of an altercation with an un-lucky crop duster pilot, who was lucky enough to earn a spot on page one! **Rollie** reminded us that there are no such things as leaks.. The public has the right to know everything. Fake news is only on the internet, and not in the press. Our laws prevent the press from spreading fake news stories. **Rollie** received a standing ovation from the crowd. **Rollie** attempted to go on, but **Jack** had to activate the Roto-hook, and drag **Rollie** off stage.



RECOGNITIONS



President Jack reminded us that within the Roto-palace, the money flows one way! We learned that **Jerry Warren** celebrated his birthday on August 20, with friends at Stark's restaurant in Santa Rosa. For not inviting the entire club to celebrate your day, \$5 please!

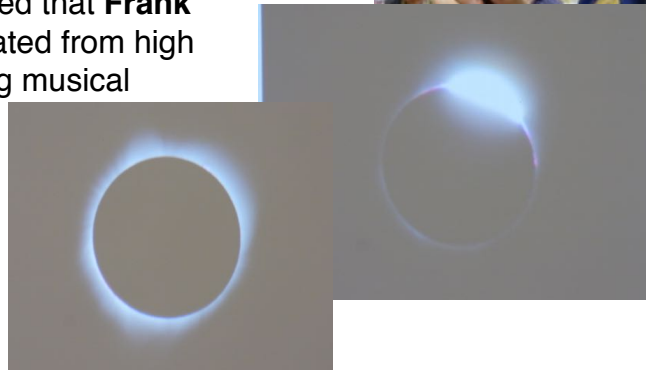
Bob Cugini celebrated his big day (September 3rd) by attempting to go to dinner at Jackson's in Santa Rosa, but had to resort to Underwood in Graton. **Bob**, you forgot to pay the \$5 Rotary cover charge!





Katy Spyrka spent her birthday (September 3rd) at the Giants game with our exchange student, Marina Trivellini. **Katy**, because the Giants lost that game to the Cardinals (7 to 3), that will be \$5! **Tom Boag**, and his partner, **Ralph**, celebrated 49 years together, by going to Oregon to see the eclipse. Congratulations, **Tom**....\$5 please! The spotlight returned to **Katy Spyrka** again. We learned that 100 years ago, or a month ago, **Katy** spent time on Lake Sonoma. All of that fun had to be worth \$20! **Monica Kretschmer**, who usually spends her vacation time in Europe, stayed state-side, and went on an old fashioned road trip to Idaho. It looks like \$20 worth of fun was had!

The Roto-spotlight aimed it's precision beam of light on **Tom Boag** again. Tom shared two stunning photos of the eclipse, including a beautiful photo of the diamond ring effect during the moment of totality. Rather than paying \$20 for the photo, he paid \$20 for taking the photo! We learned that **Frank Mayhew's** eldest granddaughter graduated from high school with honors. She is now studying musical therapy at the University of Kansas. Even though his dues are paid in full, **Frank** donated \$100 to the Sebastopol Rotary Education Foundation.



Jack shared photos from his trip to Burning Man. This slideshow was not like your Aunt Edna's slide show of vacation photos from Sioux Falls. It was **Jack's** first trip to the playa. He was apart of a camp called Disorient. The camp colors were orange and pink, which he liberally applied to his beard! We learned that some people tied the knot at the nearby Marriage of Convenience Chapel.



Some of the sights were breathtaking, like the large mechanical fire breathing dragon, the creative and amazing modes of transportation, and the burning ship. Some, on the other hand, like the banana man, were well....interesting! Despite the heat, and the surprise sand storms, fun was had...at least \$100 worth of fun!



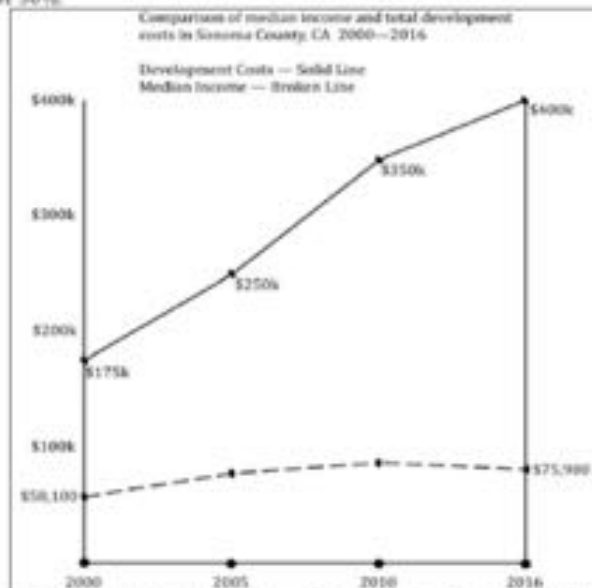
THE PROGRAM



Richard Power introduced the club to our guest speaker, John Lowry. John is a housing expert, and served as the Executive Director at Burbank Housing from 1998 to 2012. John explained, in detail, the challenges with the housing crisis in Sonoma County. For most low and moderate-income households in Sonoma County and California, half, or more, of their income goes to housing. Housing costs have become the biggest expense. The rate of home ownership is also decreasing. In Sonoma County, the median home price has become out of reach for many, as the cost of housing has risen faster than average incomes. The normal ratio between median housing prices and median income is three to one. The ratio in Sonoma County is eight to one. John explained how a culmination of factors led to the problems we are facing today. The first issue was the increased relationship with nature and the environment in the 1970's. This led to growth limits and increased environmental review and regulation. The second issue was the passage of Proposition 13, and loss of tax revenues, which caused cities and counties to use fees as a way to build revenue. The accumulation of fees (little here, little there), and the cost of materials, contributed to the problem.

However, John did share some signs of hope. The State Legislature is working on placing a housing bond on the 2018 ballot. The County of Sonoma is proposing a housing bond for the 2018 ballot as well. Some government agencies are starting to streamline development fees and regulations. People are starting to become more supportive of housing development. Groups like Burbank Housing are also helping to erase the housing problem, too.

Housing development costs compared to income growth in Sonoma County
Since 2000, housing development costs have increased by almost 130%, while incomes are up just over 30%.



The "area median income" (AMI) reflects annual incomes and is graduated for different household sizes. According to the federal government (HUD) Petaluma Santa Rosa Statistical Area (MSA) the 2016 median income for a four-person household is \$75,900, up from \$58,100 in 2000.

John shared how Burbank Housing has developed over 3,500 units between 1984 and 2012. He also shared some of the affordable housing projects recently completed across the county. He also talked about the Hollyhock subdivision in Sebastopol, which was developed by Burbank Housing. Homes were built by the participants, in which they worked off their down payments. In conclusion, John shared that the housing issue will be hard to solve. With hard work, and perseverance, the housing situation will get better. **Rick Wilson** asked John if tiny-homes are the answer to our housing crisis. John stated that tiny homes, just like regular homes, are subject to same development fees, regulations, and materials costs that average homes face. **Hal Kwalwasser** asked if density was the answer. John stated that density was an answer. Some cities offer density bonuses for some developments., where the developer receives permission to build more units than the property is zoned for. Many of Burbank Housing's developments received density bonuses. John also stated that cities with growth boundaries must look at developing taller structures.



THE FINAL BELL



President Jack rang the bell adjourning another great Rotary meeting at exactly 1:30pm.



ONE MORE THING



If you attended the Rotary meeting on Friday 8/25, you probably enjoyed the presentation by The Through College Mentor Program. If you want to apply to be a mentor, you can find more information about the program [on this link](#), and you can download the application papers [on this link](#).



FUTURE PROGRAMS



September 15, 2017: **Interim Sheriff Rob Giordano** – What's New in the Sonoma County Sheriff's Office

Interim Sheriff Rob Giordano started his law enforcement career with the Pittsburg Police Department in 1989. In 1996 he was employed as a Deputy Sheriff with the Sonoma County Sheriff's Office working out of the Main Office, Roseland substation and Sonoma Valley substation. He worked 4 years as a domestic violence/sexual assault detective before being promoted to Sergeant in 2003. As a sergeant, Rob worked as a Main Office patrol supervisor, City of Sonoma supervisor, Domestic Violence/Sexual Assault Unit supervisor and Violent Crimes Unit supervisor. In 2006 Rob was promoted to Lieutenant and in that role managed the Investigations Bureau, Internal Affairs Bureau, and later the Personnel Bureau. He was promoted to Captain in 2012 and put in charge of the Field Services Section. In 2014 Rob was promoted to Assistant Sheriff, where he oversees the large and diverse Law Enforcement Division.

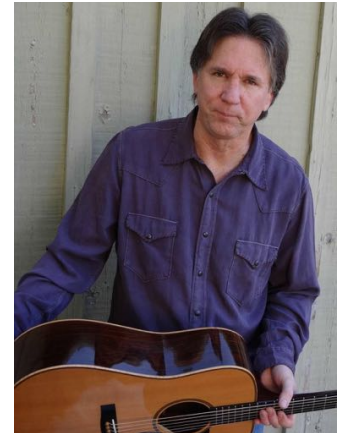


September 22, 2017: **Teresa Tudury and Michael Capella** – The Music is in the Magic



Two local musicians, talented artists individually, will collaborate to bring us an entertaining and unusual program. From just around the corner, in Occidental, comes Teresa Tudury. Teresa has been writing music and performing since she was a young girl, and was performing in San Francisco nightclubs by the age of 15. She has played in the Bay Area for years, then was based in Los Angeles for almost 20 years. There, she expanded her repertoire to include music, comedy and acting.

Teresa's voice is a character in its own right -- at once deep, sultry, and powerful, then surprisingly soft and bluesy. Accompanying Teresa will be Michael Capella. Michael is a Singer-Songwriter who plays a mean guitar, as well as Pedal Steel guitar, and Dobro, a wood-bodied, single cone resonator guitar. Michael has been singing since he was a child, and for over 20 years has been performing other people's songs both solo and in bands. He started writing and performing his own songs in his 40's. In April of this year, the CD of the Week on KRCB Radio was "Connections" from Michael Capella Band (MCB).



September 29, 2017: **LobsterFest Prep – Meet at Community Center!**

October 6, 2017: **Carla Rodriguez, Deputy DA** – Fraud, scams and other types of elderly abuse

Carla Rodriguez has been working as a Deputy District Attorney in Sonoma County for over 20 years. She is currently assigned to the Elder Protection Unit where she prosecutes cases involving physical abuse, theft, embezzlement, and neglect of elder adults. While attending Santa Clara Law School, Ms. Rodriguez interned for the San Francisco District Attorney's Office and immediately decided to pursue a career in criminal prosecution. Since working in Sonoma County, Ms. Rodriguez has handled a wide variety of assignments and has taken over 75 cases to trial.

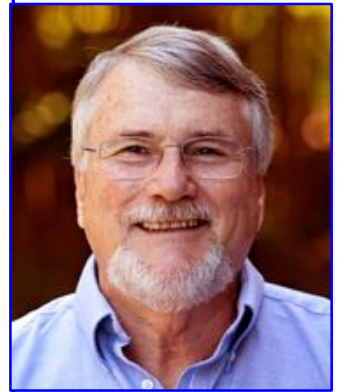


Rotary Club of Sebastopol – Board Report Summary – September 12, 2017

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**) –

- Currently looking for volunteers to fill open spots.
- Bidder booklet is complete and at the printer now. Pamphlets will be available by Sept 22.
- We're still looking for wine and silent auction item donations.

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 application process this year. They'll be selecting committee members in November.
- The Grants Committee plans to coordinate with the social Committee to hold an event in November – an upscale event at the Arts Center to which potential sponsors would be invited.

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

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

TEACHER MINI GRANTS COMMITTEE (Chair: **Keller McDonald**) –

- As of September 5, we've been accepting applications for the Mark Sell rotary teacher Grant Program. Teachers from public and tax-exempt private schools within the boundaries of the West Sonoma county Union High school District are eligible to receive one-time grants in the amount of \$50 to \$500 to purchase classroom materials or to implement programs that might otherwise go unfunded.
- The grant applications and guidelines can be found at www.sebastopolrotary.org (click on the good Works>Grants>Teacher Grants link.
- To be considered in the next funding cycle, applications must be submitted by Friday, October 20.

COMMUNITY VOLUNTEER PROJECTS COMMITTEE (Co-Chairs: **Steve Beck** and **Ellen Harrington**) – YWCA:

- Peace Garden: **Julie Cugini & Ellen Harrington** met with Sebastopol Art Center CEO **Lu Frazier** and established potential placement of Peace Garden. Next step is Art Center Board approval at their October 19 meeting. **Julie, Ellen, and Jack** will make presentation. **Jack** and **Ellen** plan to meet with a major donor for the Art Center on presenting the Peace Garden project for their site.
- Laguna Foundation: Volunteer Day happened Sept 9 and it went "great," **Ellen** reports. **Jack** has pictures and more details. Members from other clubs are interested in being invited to more of our projects.
- Redwood Empire Food Bank: Regularly scheduled for Thursdays.
- Sebastopol Village Park: Per meeting with **Steve Beck** and **Jim Pacatte**, condition of some RVs not worthy of repair; need replacement. Project needs further evaluation for our involvement. On hold for now.
- Roseland Mentoring: Pending **Steve** is still working with a student. Reps made club presentation.
- Sebastopol Senior Center: **Steve Beck** is setting up a meeting with Linda, the ED, and **Ellen** to discuss a project with possible funding.
- YWCA: Exterior maintenance. District 5130 grant was submitted and approved. Will be matched by our club. 50/50. Total project is \$5,000.
- West County Vets: Project not yet defined. **Steve** and **Rick Williams** working on it.
- Gold Ridge Farms:
 - Two-stall restroom. Sebastopol Rotary will provide construction volunteers. Costs covered by City of Sebastopol.
 - 36-person amphitheater. Currently low priority.
- Reading to Kids Program (grades 1-3): Brainchild of Tim Miller. **Hal** and **Linda** will make some local and state contacts.
- Beach/River Clean-Up: **Ellen** communicating with Chris Brokate, Clean River Alliance & RR Watershed on priorities. Expect multiple Rotary clubs to be involved. Waiting to hear from Chris to view creek clean-up site for project evaluation in Santa Rosa Creek at Willowside Bridge.
- Cool Kids Camp: Libby Harvey Fitzgerald - Rotary co-chair/Shawna DeGrange-CKC generating a project wish list for consideration.
- Catholic Charities: Rural food distribution. Approved by committee. **Ellen** met with Noreen Mendoza at CC. A schedule for volunteering was established.



LEARN WITH ME COMMITTEE (Chairs: **Patti Blount, Mike Carey, and Linda Irving**) – **Linda Irving** asked Patti, Mike Carey, and Michele to meet with her and new vice principal, Sara Gramm. She wants to brainstorm ideas for getting more Rotarians involved. We all replied with dates we could meet, but the meeting hasn't yet been scheduled.

PEACE AND CONFLICT RESOLUTION: (Chairs: **Henry Alker, Steve Zivolich**) –

- The committee recommended that our board invite the City of Sebastopol to designate itself as a Peace City. (Some 140 cities around the world have done likewise.) **Jack** replied asking the committee to draft a letter to the City Council, inviting them to designate the City as a Peace City, which would be presented to the Board for approval. When/if approved, the letter would be signed by **Jack, Henry, and Steve**. **Henry** will be out of the country for a while, but will do it upon his return.
- The committee has decided not to use the training program done in Santa Rosa as a model for our program, since it's too big in scope. (They have more than five schools involved.)
- The committee is investigating creation of a Peace Digest Publication that would be done in conjunction with the Rotary Action group, taking highly technical research and translating it into ordinary English for use in libraries and schools.
- The committee is exploring development of a grant to aid curriculum development in leadership classes so West County schools can be up-to-date on the topic of War and Peace. They're looking for a teacher to assist with this.

DOMESTIC VIOLENCE AWARENESS COMMITTEE (Chair: **Cory Maguire**) – The committee wants to spend \$585 for an ad that will be placed in a ValPak mailer and to print posters. Since there was a donation of \$1K by a private individual, the committee believes its budget is \$2K in total. At our last board meeting, however, it was made clear to Michele that the committee's total budget is, in fact, \$996, so an expenditure of \$585 at this time will leave the committee with just \$400 and change. Under discussion now.

VOCATIONAL SERVICE / YOUTH SERVICE AREA – Director Barbara Bickford:



FINANCIAL LITERACY (Co-Chairs: **Tim Moore** and **David Schreibman**) – Class presentations are scheduled for May. No new information until spring.

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

INTERACT (Chair/Coordinator: **Barbara Bickford**):

TWIN HILLS CHARTER (Dan Rasmus) – First meeting is Tuesday, Sept. 12.

BROOK HAVEN (Pauline Pellini) – First meeting was Thurs., Sept. 7. About 50 students showed up to hear about Interact. They discussed how to help Harvey victims. About 10 signed up to help at Rotary Day Laguna cleanup. Officers will attend the meeting on Sept. 15. They will hand out programs at the Lobster Feed.

ANALY (Brian Langermann, Bob Hirsch, and Monica Kretschmer) – No report.

ORCHARD VIEW (Lisa Jacobs) – No report.

OVERCOMING OBSTACLES AWARD (Co-Chairs: **Tom Boag, Barbara Bickford, and David Schreibman**) – The date for OOA at Rotary is set for May 4, 2018. The formal announcement, student application instructions, and teacher summary sheet have been sent to the high schools. Student applications are due by Nov. 17, 2017.

YOUTH EXCHANGE (Chair: **Jackie Moreira** and **Katy Spyрка**) – Rebound Lindsey gave her fabulous presentation to the club on her year in Italy 2016-17. Current outbound MeeKa is safely in Taiwan and happy; checking in with her counselor Yvette periodically. Current inbound Marina from Paraguay is here living with **Aldean**, attending Analy, and reporting to her counselor, **Katy**, on a regular basis. All is well. We have some leads on next host house families, including **Scott and Sally Briggs**. Next year's outbound, Natasha, is in the application process getting her passport, exams, etc. She will get country assignment in January 2018.

COOL KIDS CAMP (Chair: **Robin Maybury**) – **Robin** reports "I'm co-chair of this committee with Libby Fitzgerald of Petaluma Valley Rotary Club. Cool Kids Camp has been successful each year because of the wonderful support from the owner (Shawna DeGrange) at Cloverleaf Ranch, Old redwood Highway, Santa Rosa. **Patrick Dirden** has joined me in our efforts to keep this program, which our own Tom Farrell and John Strong (Petaluma valley club) started as many as 17 years ago, working well. We've worked with Cloverleaf Ranch since 2007 and, this year, District 5130 supported 36 deserving youngsters attending one week of camp there. **Patrick**, Libby, Shawna, and I met Friday evening, 8th September, to review this year's camp successes and plan for next year's camp and also discuss **Patrick's** innovative ideas regarding how we might extend the program to include a new camp to enable youngsters from the northern reaches of district 5130 to be given the chance to go to a camp near their homes. We already have received a couple of pledges of support to an email I sent in July to all the incoming 2017/18 club presidents in our District. I'm planning to invite Shawna, and perhaps Libby, to our club to present our current achievements, encourage support for the committee's efforts, and share our plans for the future."

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

SRJC SCHOLARSHIPS (Chair: **Scott Briggs**) – no report

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

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

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

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

CLUB SERVICE AREA – Director Tom Boag:

PROGRAMS COMMITTEE [Chair: **Mia Del Prete**] – **Mia** writes: “My committee has worked really hard to secure our Guest Speakers well in advance. We are pretty well booked out through the first of the year with a couple dates we are holding for confirmation. I have attached the updated list (see Webpage on ClubRunner). Other than that, I don’t have anything new to report.”

APPLEKNOCKER COMMITTEE [Chair: **David Still**] – “All is well with the AppleKnocker. I would like to commend **Jørgen Holst**, **Patrick Dirden**, and **Steve Kellner** for stepping up and cooperating to cover each other (and me) when necessary. Hope that you (**Boag**) can act as **uber-editor** while I am gone until October 2.”

PUBLIC RELATIONS COMMITTEE [Chair: **Hal Kwalwasser**] – **Hal** writes: “I’ve completed the redo of the website with **Michael Hixson’s** great help. We’ve even got new pictures for most of the pages. The one problem remains the International section. We’ve asked committee chairs and **Gene Nelson** for information. I’ve not yet reached out to find a videographer/photographer at SRJC, but I intend to do so shortly. **Michele Kimble** has been working on our social media pages, including collaborating with **Ellen Harrington** on using MeetUP to stimulate interest in the Laguna de Santa Rosa cleanup this week. I’ve also been working on the cleanup project; we’ve sent out press advisories to all local media outlets about the event. We have reached (with leads from **Mia Del Prete**) out to two Analy HS instructors for possible student assist with photograph and video support.

MEMBERSHIP COMMITTEE [Co-chairs: **David Schreiber**, **Jeff Boal**] – **David** reports: “Since the meeting, we have already changed the application to reflect committee decisions and created a list of Past Presidents willing to host unannounced visitors. The application (also updated on ClubRunner) and list are attached as well.”

Membership Committee Initial Meeting Summary (Present: **Jeff Boal**, **David Schreiber**, **Linda Johnson**, **Mark Fink**, **Rick Wilson**, **Ellen Harrington**, **Jørgen Holst**, **Yvette Williams van Angelen**)

We discussed the three major committees and their subcommittees and the transition of leadership between the co-Chairs **Jeff** and **David**, with **David** assuming the lead moving forward.

Most of the conversation and excitement was around how to attract new, younger members. **Jørgen Holst**, **Jeff Boal**, **Linda Johnson**, and **Ellen Harrington** will join **David Schreiber** in the Attraction Committee. We are still committed to 5 more After Hours events this year with **Meredeth Bertacco** and **Monica Kretschmer** heading up that effort. We will post our first meetup app event for the Rotary Work Day. Both **Michele Kimble** and **Michael Hixson** have offered their expertise when we are ready to try Facebook ads. We will look at prospects in the last 2 years that started the process and did not finish, as well as RYE parents and hosts, and past speakers. We will look to promote Rotary on the back of the Learn to Swim signup forms.

We also spent some time discussing the need to streamline and clarify the application and approval process. Some key take-away’s were: 1) To limit the number of free lunches for prospects to two and to let the prospect know this when sponsor fills out the application; 2) To ask all past presidents if they would be willing to “host” any walk-in prospects that come to a meeting “unannounced and non-referred”. This way **Rick Wilson** and **Bob Cugini**, as greeters, can more easily assist when they arrive. As we do more soliciting online and through mobile apps, we will be receiving more interested parties who are unknown to any club members.

(Past Presidents willing to host visitors: **Aleia Munson**, **Bob Rogers**, **Harry Polley**, **Jerry Warren**, **Kathie Mayhew**, **Mike Ferguson**, **Mike Long**, **Norm Stupfel**, **Paul Thielen**, **Richard Power**, **Ron Puccinelli**, **Russ Cunningham**, **Tim Moore**)

3) We also thought it best to add some items to the initial application by sponsor. We will ask for Facebook and Instagram accounts. As a preface to the request for references, it will start with something like “Rotary, at its core, is a club based on ethics and integrity. Please provide references with this in mind.”

4) To not set up a Rotary Information Session until consulting with the sponsor to make sure they are ready for this step. Because the meeting was approaching 90 minutes, we deferred other topics for later discussion.

Proposed dates for next meetings: Attraction Committee only: Sept 8 after lunch meeting; Full Membership Committee: Sep. 22 After Lunch Meeting.

Document Sent to all Membership committee members prior to the meeting:

1. ATTRACTION – “Get Them to the Door” (Sub Committee: **David Schreiber**, **Harry Polley** +?) Marketing Strategy Development

- Identify areas which need to better reflect community – age, gender, race, vocation
 - How do we best attract those people?
- Set goals for growth = **Net +2** :
 - (loss of 10%, ¾ ratio of applicants to members requires 17-18 applicants)
- Past applicants, RYE hosts/parents, past speakers
- Website, meetup app, PR and social media coordination – use ads?
- Helping members make an ask
 - How to answer “What is Rotary”?
- AFTER HOURS 6 X PER YEAR - Sub Committee: **Meredeth Bertacco**, **Monica Kretschmer**, **Jørgen Holst**, **Noe Watts**, **Patrick Dirden**, **Steven Kellner**

Best Practice for handling non referred inquiries

- Develop people to take on screening (likely very experienced Rotarians)?
- Develop a process to model?



Best Practice for tracking prospective members

Best Practice for New Member Induction

Greeters – (**Rick Wilson, Bob Cugini**)

- New members encouraged to learn names and faces

2. **EDUCATION – “Get Them Through The Door”** (Sub Committee: **Rick Wilson, Jeff Boal, John Blount, Harry Polley**)
Presents Rotary Information

- **Rick Wilson** will be asked to continue to coordinate; **John Blount** along with **Jeff Boal** will be developing materials for Rotary Information; **John Blount, Harry Polley** and **Jeff Boal** will refine and train the “stable” of Seasoned (at least 5 years) Past Presidents who can do Rotary Information

Develops and runs two information gatherings (formerly called Fireside Chats)

- Develops a new name for these events

Occasional brief club presentations

Occasional brief articles for AppleKnocker, web site

“Turns members into Rotarians”

3. **RETENTION – “Keep Them Inside”** (Sub Committee: **Dave Madsen, Ellen Harrington, Jim Passage, Mark Fink, Patti Blount, Rick Wilson, Yvette Williams van Aggelen, Paul Yeomans, Dorothy Rodella**)

Develops, runs, and *monitors* mentoring program

- Scheduled follow up (3mo., 6mo., 1 yr., and 2 yr.)?

Works with Club Secretary and Sunshine Committee chair regarding attendance issues

Investigates membership problems, proposes solutions

Conducts exit interviews if applicable

4. **FRIENDS OF ROTARY** – (Needs Subcommittee of 1-3 persons)

Access to weekly meetings and all functions, Subscription to AppleKnocker, Special Badge

\$125 annual fee

President Jack would like the Membership Committee to be responsible for:

- Maintaining the Friends of Rotary list (excel file on ClubRunner)
- Coordinating with Secretary Jack Dunlap to have new Friends badges made and annual dues invoices sent
- Offering the option to convert to Friend status when a member leaves the club
- Periodically informing the club about the Friends program
- Answering questions about the Friends program and providing an application to those who express interest
- Submitting applications from potential Friends to the Board for approval.

5. **OTHER ITEMS FOR DISCUSSION**

Should we offer different types of memberships? (Associate/Corporate, Family, Senior, Community, “Travelers”)

In crafting a product that people want to buy, should we encourage professional development and mentoring?

Sponsor Recognition?

Membership Attraction Committee – Initial Meeting Summary, Sept. 8, 2017 - 1:35PM, Fireside Room, Seb.Comm.Chu.

Present: David Schreiber, Jeff Boal, Ellen Harrington, Linda Johnson, Jorgen Holst, Monica Kretschmer

Focus of our Subcommittee – Get people to the door

Open discussion – starting with why you want to help membership, what should be our areas of focus?

- Get younger (35-50 year olds); be conscious of ways to help them fit in
- Be more diverse; particularly focus on increasing number of women from 26%. Linda Johnson felt, with focus, we could add 20 women to the club.
- Need to shape our message to more accurately reflect who we really are. Identify the VALUE of being a member.
- More focus on the donation of time rather than the money
- Look to retired people as well

After choosing areas of focus, another open discussion about specific ideas to accomplish our goals

Where can we look for new members?

- Chamber of Commerce seems a natural fit. Keep searching for best way to attract them as members. Lu Frazier is on the board, and there is a new director.
- Previous prospective members who never followed through
- Previous speakers to the club
- Use Anal and El Mo newsletters to promote membership and specific projects
- You can't prejudge if a person is going to make a good Rotarian or not
- Continue to employ after hours mixers to attract those where Friday lunch is difficult. The plan is to have non-Rotarian recipients of our grants and support speak about our educational and service projects for about 10 minutes

Next Meetings:

October 12, After Hours – Mexico Lindo – 5PM

November 30, After Hours – Focusing on Mark Sell Teacher Grants and Crab Feed

- Recommend a reduced membership dues amount for first year – perhaps \$50 discount

In crafting a product that younger prospects want to buy, should emphasize professional development, mentoring? YES

Next meeting in a month

AUDIO VISUAL COMMITTEE [Chair: **Gene Nelson**] – Nothing new to report.

SPONSORSHIP COMMITTEE [Co-Chairs: **Linda Johnson, Cory Maguire**] – Linda attached a current list of sponsors and wrote: “We are also completing grant application to Exchange Bank for \$3,000 for Learn to Swim.”

We would like to plan an event that focuses on Sponsor Rotary and Rotary Membership. The Art Center is reasonably priced but we will need a budget of \$600.”

BIRTHDAY CALLER [Chair: **Dave McLennon**] – Dave reports “I spoke to voicemail for most of them. Called: **Harry Polley’s VM, Meredith Bertacco’s VM, Paul Thielen’s VM, Sue Engle’s VM**; Spoke and played country music to **Rick Williams**; Spoke in person to **Jerry Warren** and **Pauline Pellini**.”

GREETERS [Chair: **Rick Wilson**] – No new report

PHOTOGRAPHY & SCRIBES COMMITTEE [Chair: **Harvey Henningsen**] – Harvey writes: “**Tom**, everything seems shipshape. **Scribes**: This month, Sept, is being split by **Patrick Dirden** for the first 3 weeks and **Jørgen Holst** the last two weeks. Oct. is being split by **Rollie** the first two weeks and **Frank Mayhew** the last two weeks. All of the rest of the months of **B.J.’s** term of Scribes are filled by one of our loyal Rotarians. Photographers: All of the remaining months of Black-Jack’s term are filled by skillful **Image-Makers**. This year’s issues of the AppleKnocker have been superior in their reads and for the great images. The great writes wrap around the super images and the issues come out beautiful. I suggest the AppleKnocker make regular column space in each week’s AK issue for a mugshot and short thankyou to the **Rotarian Scribes** and **Photographers** who give up their meetings & extra time at home feeding this weekly monster that will not be satisfied. With gratitude and appreciation for your support, **Tom and Jack, hh**

SERGEANT-AT-ARMS COMMITTEE [Chair: **Nao Noguchi**] – Nothing new to report.

SUNSHINE COMMITTEE [Chair: **Cory Maguire**] – Two notices were sent out to members early August – One with the good news that **Alain Serkissian** is doing well – The other with sad news of the passing of **Don Jacobs**, **Ken’s** father.

CLUB HISTORY COMMITTEE [Co-chairs: **Tom Boag, Jack Dunlap**] – **Jørgen Holst**, AppleKnocker Editor, will be assisting **Tom Boag** in: 1) Updating Program Committee schedules in ClubRunner – to be seen on the club webpage; 2) Uploading archive copies of published AppleKnockers to ClubRunner archives; 3) Gathering up AppleKnocker archive material (published .pdf, final .docx file, all submitted raw and edited .jpg photos, and other unique AppleKnocker working materials); 4) Updating OneDrive-based AppleKnocker key word index. The key-word searchable AppleKnocker Archive on OneDrive has been backed up to hard disk storage (in SD Box) and includes some 198.7 GigaBytes, 59,381 files, in 2,624 folders.

CLUB ACTIVITIES AREA – Director Torrey Olson:



CLUB PICNIC (Co-Chairs: **Bob Cugini** and **David Still**) – Picnic happened on 8/20 at Bob Hirsch’s property – Picnic was a rousing success.

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. (Repeat)

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.

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. (Repeat)

SUPER BOWL BOARD (Co-Chairs: **Aleia Coate** and **Torrey Olson**) – NFL Season has begun and the Patriots lost their first game!!!

VETERANS DAY PROGRAM (Chair: **Mike Ferguson**) – (Repeat) 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.

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 was on Sunday 8/13. Over 10 Rotarians participated in the Gabriel Farm rest-stop.

INTERNATIONAL SERVICE AREA – Director Gene Nelson:

ROTARY INTERNATIONAL FOUNDATION (Chair: **Dan Rasmus**) – The District wide Pedal for Polio campaign is the only thing I’ve been involved with, but I am just funneling money to TRF and chasing pledges. Estimates so far are \$16K for Polio and less than \$1K is TRF. Committee will meet 9/15 – We will discuss November TRF campaign and encouraging TRF donations since we are going to super-exceed Polio already.

WORLD COMMUNITY SERVICE (WCS) (Chair: **Frank Mayhew**) – Nothing new to report from International Service. Our projects committee has met but is waiting on LobsterFest to see what money might be available. Having ongoing discussions with Jim Passage concerning the hospital project in the Ukraine.

PROGRAMMA DE BECAS (Chair: **Tom Lambert**) – No report





FLU SHOTS PROTECT YOU AND YOUR FAMILY

Flu Shot Clinic

Date: September 22, 2017

Time: 11:45 am – 12:45 pm

Location: Sebastopol Rotary Club



Sutter Care at Home

A Sutter Health Affiliate

800.500.2400

flu@sutterhealth.org