



The Appleknocker

Sebastopol Rotary Club's Weekly Bulletin

Troy Niday – The Value and Importance of Local Journalism



ROTARY:
MAKING A
DIFFERENCE

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President 2017/2018: Jack Blasco



"All the News that Fits We Print"

 **AT THE BELL** 

Prez Jack, Fearless Leader of the Rotary Club of Sebastopol, gavelled the June 8th meeting to order at exactly 12:15pm.

Bob Cugini started things off by honoring the Red, White and Blue, **JT Martin** followed by leading us in singing "God Bless America", before **Peg Rogers** then provided us with the thought for the day.



Thought for the Day
- Peg Rogers



Ready or not, some day it will all come to an end.
 There will be no more sunrises, no minutes, hours, or days.
 All the things you collected, whether treasured or forgotten, will pass to someone else.
 Your wealth, fame, and temporal power will shrivel to irrelevance.
 It will not matter what you owned or what you were owed.
 Your grudges, resentments, frustrations, and jealousies will finally disappear.
 So, too, your hopes, ambitions, plans, and to-do lists will expire.
 The wins and losses that once seemed so important will fade away.
 It won't matter where you came from or what side of the tracks you lived on at the end.
 It won't matter whether you were beautiful or brilliant.
 Even your gender and skin color will be irrelevant.
 So what will matter? How will the value of your days be measured?



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Thought for the Day
- Peg Rogers



What will matter is not what you bought but what you built; not what you got but what you gave.
 What will matter is not your success but your significance.
 What will matter is not what you learned but what you taught.
 What will matter is every act of integrity, compassion, courage, or sacrifice that enriched, empowered, or encouraged others to emulate your example.
 What will matter is not your competence but your character.
 What will matter is not how many people you knew but how many will feel a lasting loss when you're gone.
 What will matter is not your memories but the memories of those who loved you.
 What will matter is how long you will be remembered, by whom, and for what.
 Living a life that matters doesn't happen by accident.
 It's not a matter of circumstance but of choice.
 Choose to live a life that matters.
 - Michael Josephson



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 **GUESTS** 

Mike Ferguson's protege and stand-in, Jackson Collins was introduced by **Steve Beck**, **Tom Boag** introduced or speaker for the day, **Troy Niday**.



Sonoma County YWCA Domestic Violence Hotline 707-546-1234

Future Programs

June 15, 2018

**Speaker – Gisela Zebroski
The Berlin Airlift**

June 22, 2018

**Speaker – David Goodman
Redwood Empire Food Bank**

June 29, 2018

DARK for Debunking

July 6, 2018

**Speaker – Toni Beal
Superintendent WSCUHSD**

July 6, 2018

**Speaker – Linda Collins
Sebastopol Chamber of Commerce**

Future Events

Debunking: Saturday June 30th

Miscellany

MAKEUP NOTIFICATIONS–JackEDunlap@gmail.com

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

**Domestic Violence Hotline:
707-546-1234**

sebastopolrotary.com

ANNOUNCEMENTS

- RI Convention, in Toronto: 6/23-6/27
The debunking of President Jack Blasco:
Saturday 6/3
- District 5130 Fire Relief Fund: donate at larca5130.org
- For YWCA SAFE HOUSE families, consider gifting Target or Safeway Cards: the donation can be made at the checkout table.
- 2018-2019 COMMITTEE SIGN-UPS: Come on people, do not be bashful President Elect Larry is going to need your help.
- COOL KIDS CAMP: Fearless Leader mentioned that our club is going to be starting the setup today for Cool Kids Camp come on down today and tomorrow and help us build a fence, talk to **Robin Maybury** for details. Cool Kids starts on June 10th and was initiated by Rotarian **Tom Farrell** several years ago. Cool Kids Camp provides an opportunity for kids who have been sexually, physically or mentally abused to have place of caring and refuge for a period of time.

RAFFLE

Our guest speaker, Troy Niday drew the winning ticket and hit a red balloon and won 10 big ones.



🍎 ANNIVERSARIES 🍎



Rollie Adkins and his dearly beloved Sarah enjoyed the 364 days before their 5/18 anniversary so they felt no need to celebrate on the 365th. Go figure. **Rollie** did not say whether or not he slept on the couch.

Tom and Sally Lambert wedged their 6/2 anniversary in between two concerts, one the Stephen Stills and Judy Collins concert at the Luther Burbank Center and the other the Charles Lloyd Jazz Festival in Healdsburg.



🍎 FINES & RECOGNITION 🍎



Les Crawford and lady friend Kathy were dinged \$20 for a hiking, biking, skiing trip that they took to Brice Canyon, Utah and Frisco, Colorado. **Les** donated \$1000 to his daughter's Paul Harris. **Bob Hirsch** and his significant other, Joelle Branham, took a walk over the Golden Gate Bridge and later a walk to the cable car museum. In the coming months **Bob** take a road trip to South Carolina in his

Corvette and meet up with Joelle in New York City.



🍎 TRIVIAL PURSUIT 🍎

There was still enough time before the meeting before was to begin so **Fearless Leader** figured it was time to play Trivial Pursuit. **Jorgen Holst** was the first to be called on and he got a Pixar movie question right, which got him the award of a Rotary plaque from 2004, celebrating our collaboration on a water project in Vietnam. **Dave Schreiber** was next up and was able to name all six men's gymnastic sports in the Olympics and won a book, while our guest Jackson Collins won a travel bag from the 2015 Rotary International Convention.



THE PROGRAM

Tom Boag came to the podium to introduce our guest speaker for the day, Troy Niday. Troy spoke on the Value and Importance of Local Journalism. Troy is the Chief Operations Officer for Sonoma Media Investments. Sonoma Media Investors is publisher of the Press Democrat, and other Sonoma County publications and websites. He oversees all aspects of audience development, consumer revenue generation production and distribution for the organization. He is a native of Nebraska.



Troy stepped to the podium and thanked us for the opportunity to speak. He has lived in Freestone since 2014 and is a proud resident of the area. He mentioned that he has been in the news industry for 30 years and has worked for four other news organizations.

Sonoma Media Investments (SMI) is a collection of locally owned, award winning print and digital productions actively engaging 7 out of 10 North Bay adults each week. The publications are: (1) The Press Democrat, (2) The Sonoma Index Tribune, (3) The Argus Courier, (4) La Prensa Sonoma, (5) Business Journal, (6) Sonoma Magazine, (7) Sonomanews.com. SMI is locally owned and employs 286 people with 75 in the news division. They also contract with 195 Carriers/Distributors, covering over 4000 miles per day. They also utilize freelancers and paid interns. All in all they utilize nearly 500 individuals.

SMI won a Pulitzer Prize in 2018 for High Quality Journalism for their coverage of the wild fires. A higher percentage of Sonoma County adults read daily newspapers in print more than the rest of the country, the figure being 64%. However the industry is in transition, due to social media like Facebook and Google and Amazon. There is a some good print media out there in addition to SMI, there is the Washington Post, NY Times, Berkshire Media. Ad revenue for print media has decreased dramatically over the 18 years. It hit a peak in 2000 at just over \$60million, but in 2010 it had dropped to just under \$10million. Store closings are at an all-time high. Print circulation has decreased from peak of 60million in 1990 to under 40million in 2010. The drivers of this transformation are (1) ownership change- from family ownership to outside corporate, (2) ad revenue disruption- digital advertising commoditized, store closings, (3) internet content distribution, a sense that all content is free, readership content to digital. (4) explosion of competition for consumers time. (5) revenue declines leading to deep operations cuts. The focus in 2018 is going to be on: (1) revenue stability-- diversification, commercial print and distribution, events and marketing services, print to digital, advertising to consumer driven. (2) expense management (3) leveraging technology to drive efficiency, repositioning tech to support a multimedia company in 2025.

President Jack thanked Troy Niday for his presentation and presented him with a donation in his name to prevent 50 kids from getting Polio.

THE FINAL BELL

President Jack clanged the bell and drew it all to a close at exactly 1:30.

FUTURE PROGRAMS:

June 15: Gisela Zebroski – The Berlin Airlift, the Candy bomber and I

When WWII broke out in 1939 Gisela Zebroski's privileged childhood came to an abrupt end. The Soviet Union took over Latvia, the country of her birth. Her parents, destined for deportation, fled to Germany and settled in Poland.



The memories of WWII and its aftermath had compelled her to weave those stories into her two novels, "The Baroness" and "Mephisto Waltz." Years of preparation and studies had acquainted her with her own complex background as a refugee and immigrant.

The Berlin Airlift stands out as a turning point. The Allies had defied Stalin and kept him from taking West Berlin as well as West Germany saving her family from being deported to Siberia. She enjoys telling how President Truman and General Clay saved Europe from the Soviets.

Her own story is a work in progress under the title of SELFIE SIDEWAYS. Please join me in welcoming Gisela...

June 22: David Goodman – The Redwood Empire Food Bank



From the REFB website:

Over twenty years ago, I stepped into a food bank for the very first time. When asked why I was there, I replied that I wasn't there to feed hungry people. I said I was there to work hard, and if hungry people benefited, then it would be a job well done. The interviewer replied, "Good."

I still embrace the idea of working hard, but I would no longer answer the question in the same way. I have come to believe that it is a privilege to help people in need. I believe that in many ways we owe a debt of gratitude to many of the people who turn to us for help, as they are the people who care for our children, tend to our homes, serve us meals, work our land, and help our parents age with dignity.

Finally, there is one belief that I hold above all others - People are in need for one of two reasons, decisions they have made or circumstances beyond their control. In either case, hunger cannot be the price they pay.