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President 2018/2019: Larry Ford



"All the News that Fits We Print"



BEFORE THE BELL



Here comes the sun! For the first time in days, the sun was finally shining over the Roto-Palace. Even though the sun was a-shinin', the flock streamed through the palace doors.



AT THE BELL

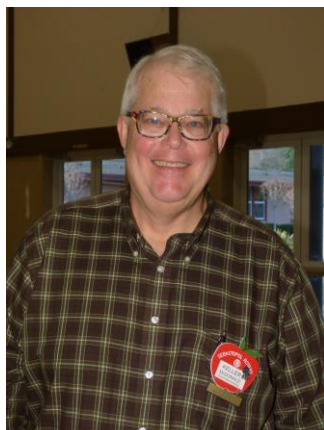


President Larry Ford struck the Roto-bell at 12:15PM sharp. **Amie Sass** led the group in the pledge. Our professional **Jeff Boal** impersonator, **Keller McDonald**, led a festive and spirited version of "Deck The Halls." **Pam Graber** gave us one ask, at two quotes.

"What was the dumbest thing you used to believe in?"

"Service is when spirit meets matter where it is. Service is being informed. Service is being enraged and compassionate. Service is being ruthlessly honest about the facts--then choosing to be optimistic about the future."

Danielle Laporte



🍎 Future Programs 🍎

December 28, 2018

DARK – No Meeting

January 4, 2019

DARK – No Meeting

January 11, 2019

Jennifer Shannon

**How to become a more effective and
engaging public speaker**

January 18, 2019

Pat Kerrigan
Morning Anchor, KSRO

January 25, 2019

Julie Meridian
What was lost in the flood

🍎 Events 🍎

Crab Feed

February 9, 2019
Holy Ghost Hall, Sebastopol

🍎 Miscellany 🍎

MAKEUP NOTIFICATIONS–JackEDunlap@gmail.com

On-line Make-Ups:

www.RotaryEClubOne.org

Domestic Violence Hotline:

707-546-1234

sebastopolrotary.com

🍎 ROTARIANS & GUESTS 🍎

After a scrumptious lunch, **Prez Larry** looked to **Bud Daviero** to introduce visiting Rotarians. Alas, there were none. Perhaps it was **Larry's** glittery antlers that kept them away! Sure wasn't the food. Thankfully, some guests were present. **Keller McDonald** introduced former Sebastopol Police Chief Jeff Weaver. **Richard Power** introduced our own first lady, Gerry Ford. **David Still** introduced his wife, **Nan**.



Rollie Atkinson introduced use to E.I. Hillin, and Anika Hillin, both from Sonoma West Times and News.



Prez Larry informed us of a wonderful volunteer opportunity coming on Christmas Day. Join the Sebastopol Sunrise Rotary Club for the Sebastopol Holiday Dinner, from 1PM to 4PM, at the Community Church (aka Roto-Palace). For details, visit sebsunriserotary.org

Did someone say beer? Why yes! Mark your calendars for Friday, January 4th, 5:30pm at Woodfors. Join your fellow club members, and folks from the Sunrise club, for a drink or two. Start off the year right!

In light of the devastating Camp Fire, our club made a \$2,000 donation to the Paradise Rotary Club. Everyone is encouraged to help. Visit paradiserotary.org to make a donation today.

RECOGNITIONS

Jim Passage celebrated a birthday on December 8th. He celebrated his big day by attending The Luther Burbank Farm Holiday Party. He's feeling good about being one year older. We're glad you are!



Jack Dunlap was driven to have a super birthday. His wonderful wife, **Ruthie**, bought Jack a new car! They took a test spin to Bollywood for dinner. Jack, she's a keeper!

Peggy Rogers was south of the border for her birthday. She spent her big day relaxing in sunny Mexico. She got new beautiful artisan earrings, and feasted on fine Latin cuisine.



earrings,

Dick Zimmer delayed his birthday by two days, so he could celebrate it with his entire family.

Bill and **Charlie Lippert** celebrated their anniversary in Hawaii. They ate, drank, and visited a long lost friend.

It was a super Saturday for our club. On Saturday, December 15th, our club had two events. In the morning, club members gathered for our annual Adopt a Family program. **Pauline Pellini** said that the program was a huge success this year. Rotarians and Interactors gathered to wrap presents and prepare food boxes for needy children and their families. She told us that the need for this program was greater this year. Huge kudos to everyone who participated.

Later in the day, people gathered at **JT Martin's** humble abode for the annual Rotary Holiday Party. Despite the damp weather, everyone had an amazing time. The variety of food and drink was stupendous and mouthwatering....especially that egg nog (your scribe demands the recipe!). But, what made it really special, was the warmth of friendship and fellowship. Big thanks to **JT** and **Teresa Martin**, and **Cindy Carter**!



Was **Hal Kwalwasser** counting votes from the 2018 election during a meeting? According to the picture on file in the Board report, he could have been. **Hal** was not counting hanging and pregnant chads in the palace, but he was counting votes in Florida. During last month's election, **Hal** traveled to Florida to coordinate over 1,000 pole watchers during the re-count. **Hal** managed to pull the planning off in 72 hours. People worked in shifts, ensuring watchers were present 24 hours a day. **Hal** described it as democracy in action.

Dennis Judd was back at the Roto-palace. He told us that his wife, Anna, is now out of the hospital. **Dennis** is also on the mend. He thanked everyone for their prayers and well wishes. We all hope 2018 brings health and happiness to you and your family.



What were **Bob** and **Peggy Rogers** up to in Mexico? No vacation photos? No evidence of any kind. Okay **Bob & Peggy**, spill the Mexican jumping beans and share. Well, according to **Peggy**, only eating, drinking, sitting in the sun, and reading took place. They did visit our sister Rotary Club in Puerto Vallarta. **Peggy**, and the club president, will be working on a collaborative domestic violence prevention project.



Earlier this year, Willow DiCenzo, a staple with the Learn to Swim project at Ives Pool, passed away. **Greg Jacobs** and **Jim Paccate** made a memorial bench for Willow. The bench was completed in three days. **Jim** was incredibly proud to do this. **Greg** shared that his family donated money for the locker room renovations. He received two tiles for his donation. One, he used for his family, and another for the Learn to Swim Program and Sebastopol Rotary.

Looks like **Ken Silveira** is enjoying his time away from the market! **Ken** and **Nancy** recently spent time with their new grandkids. You do know there's still that spill in aisle seven, and the dairy case has been out of I Can't Believe it's not Butter for weeks?



Prez Larry turned the spotlight on the wonderful people at Trends Catering, who provide our scrumptious lunches each week. Huge thanks to Jasmine Belmont, Ana Gonzales, and Izzy who never fail to satisfy our appetites! **Larry** gave Jasmine and Ana a token of appreciation.



🍎 RAFFLE 🍎

Bob Rogers! C'mon Down! If there's someone who can match the might of the bolo balls, it's **Bob!** Did he succeed? Why of course! Two out of three bars.

🍎 THE PROGRAM 🍎

Rollie Atkinson stepped up to the Roto-lectern to talk about journalism. **Rollie** warned the crowd that his talk would be sobering. He started with a question: Are newspapers dying? Unfortunately, yes. Over the past ten years, 20% of all newspapers nationwide have shuttered. Today, there are over 170 counties without a local newspaper, creating "news deserts." The absence of local newspapers have been correlated with lower voter turnout, greater political corruption, increased environmental degradation, and increased health issues. Without a local newspaper, oversight disappears and democracy suffers.



Rollie knew that Sonoma West had to find a better business model. The newspaper has been serving Sebastopol since 1889, and is a staple in the community. He referenced **Pauline Pellini**, who used to ask **Rollie**, "what did you put in my newspaper?" **Rollie** took great pride in **Pauline's** reference. Sonoma West is your newspaper. He decided to take it a step further.

Last year, Sonoma West made a direct public offer, allowing people to buy shares in his company. His goal is to raise \$400,000. To date, he's raised \$270,000, and has 80 investors. Other companies, including Ben and Jerry's have used direct public offers to help fund their organizations. To join, the minimum investment is \$1,000, which equates to \$250 shares. Investors must reside in California. The buy

in expires in mid 2019. This move has attracted national and world attention. **Rollie** was recently featured in the *New York Times*, and has been interviewed by NPR, and other outlets across the globe.

Rollie expressed his frustration of being unable to retain talented reporters and not offering competitive wages. The direct public offering changed that. Now, **Rollie** is offering competitive wages, attracting talented reporters from across the country, and is adding new positions. He wants to add more pages to the paper, increase ad sales, host live meetings and events, and expand their website, which now sees 70,000 visitors monthly.

Some of the challenges **Rollie** continues to face includes the shift in advertisement dollars from newspapers to Facebook and Google. Compounding the problem is the surge in online sales, which have harmed local businesses, and advertisement purchases. Despite that, there is reason to celebrate. Enrollment in journalism schools have increased substantially over the years. More students are electing to work for news outlets, rather than PR firms. **Rollie** reminded everyone that all of the news stories come from one place, and one place only, a living, breathing reporter. He proudly proclaimed that Sonoma West will always remain an independent newspaper. Many people in the audience shared their appreciation for the paper, and the work of **Rollie** and his team. **Rollie**, from the staff at the *Appleknocker*, we thank you for your work, and your continued commitment to our community!



THE FINAL BELL



With the crack of the bell at 1:30 PM sharp, **Prez Larry** concluded another successful meeting. Remember folks, we're dark on December 28th and January 4th. Happy holidays to all of you!

Rotary **MEMBERSHIP MOMENT**

My wife and I, along with our very young children, moved to Sebastopol in 2002. Over the next few years, I met many different Rotarians. In each instance, they seemed to be talking positively and passionately about Rotary. Then, Tom Dilley invited me to a couple of meetings and became my sponsor. Once I received my green badge, I tried to get involved in as many activities as possible and I quickly met even more incredible people. Where else can you surround yourself with positive, fun, and successful people all working together to make our community and the world a better place?

Working with the AV Committee at several District events gave me a chance to meet and be motivated by other people throughout the Rotary world while being in awe of what our talented AV crew can do. Being involved in Fall Fundraisers, I learned that by working closely with each other and being creative, we can raise a lot of money for good – while having fun doing it. Being involved in Interact I learned how easily our Rotary ways transfer to our Youth. Being involved in The Rotary Foundation, I learned how generous our members are and the remarkable projects our Foundation funds throughout the world.

I am very appreciative of what our members have accomplished in the past and the programs they started that are still wildly successful today. Learn to Swim, Crab Feed, spectacular fall fundraisers, International projects, and our club's own phenomenal Foundation that is dedicated exclusively to supporting education in the West County. Those and countless other successes are what continue to inspire me to be a proud Rotarian.

And what I like most about being a Sebastopol Rotarian is:

- the ability to share our individual creativity and experiences to help shape club activities, programs and projects,
- the constant reminders from the youth in our community that the future is in very good hands,
- the social events,
- the family spirit we demonstrate when club and community members are facing hardship and hard times,
- the sharing of stories and pictures - reminding us that our dollars really are making a difference,
- the late night/early morning conversations with each other after another successful fundraiser,
- and the laughter (and sometimes tears) we share in club meetings.

Dan Rasmus

January 11, 2019: How to Become a More Effective and Engaging Public Speaker

Jennifer Shannon is a psychotherapist and author who specializes in anxiety disorders. She joined Toastmasters 1.5 years ago to learn how to talk about her books and her work more effectively. Her husband Doug Shannon is an artist and illustrates and co-writes Jennifer's books. He joined Toastmasters 6 months ago because of Jennifer's unbridled enthusiasm of how much she loves her club.

