



The Appleknocker

Sebastopol Rotary Club's Weekly Bulletin

Sean McKenna: COVID-19 and the Markets



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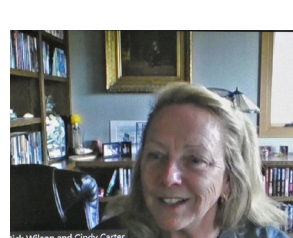
"All the News that Fits We Print"



BEFORE THE BELL



Another week under shelter at home orders has flown past, and it's time once again to gather in front of our screens for our weekly Rotary meeting. **Your humble scribe** sees a screen filled with friendly and familiar faces. **President Keller** conducts some last-minute preparations before the show begins, all against the familiar banter of friends. With the power point ready, and zoom stable, it's on with the show!



Sonoma County YWCA Domestic Violence Hotline 707-546-1234

Future Programs

May 15th:
Overcoming Obstacles!

May 22nd:
Sonoma County HOPE program

May 29th:
**Point Reyes National Seashore
(tentative)**

Events

**Friendship Dinners
Canceled**

**Golf Tournament
TBA**

**DeBunking
June 27**

Miscellany

MAKEUP NOTIFICATIONS--JackEDunlap@gmail.com

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

Domestic Violence Hotline:
707-546-1234

sebastopolrotary.com

AT THE BELL

President Keller McDonald rung the replacement Roto-bell at 12:15pm sharp and brought our eighth online meeting to order. **Keller** noted that we had attendees from exotic places like Idaho, Oregon, and even *Graton*!



In these difficult times, let's remember the amazing contributions our country has made to benefit humankind. May we continue this tradition in resolving the challenges now facing the world.



Our own **Bud-Man Bud Daviero** informed us there were no guests today, even Dan Bornstein, who could not get out of his online comedy dental school course.

Keller gave a shout out to all of the first responders and front-line workers. Your humble scribe, **Patrick Dirden**, offered a two for one quote from spiritual guru Thich Nhat Hanh:

"Hope is important because it can make the present moment less difficult to bear. If we believe that tomorrow will be better, we can bear a hardship today."

"Sometimes your joy is the source of your smile, but sometimes your smile can be the source of your joy."

The **Gene Nelson** Family singers serenaded the flock with a COVID inspired version of "Just a closer walk with thee." The one hit wonder is available now! Operators are standing by! **Keller** gave a shout out to **Ellen Herrington** and her sponsorship team for collecting \$15,000 in sponsorships this year. Many thanks to all of our wonderful sponsors. This day and this club are all brought to you by our wonderful mothers. To all the mothers out there, Happy Mother's Day.

Bethany and Ben

"Just a Closer Walk With Thee"



🍎 ANNOUNCEMENTS 🍎

Our Sunshine Committee reported that **Mark McDonell's** mother, Esther, recently passed away. We also learned that **Harvey Henningsen's** mother-in-law, Goldie Brusasco, passed away. Our hearts and thoughts are with **Mark, Harvey, and Bev** during this time.

We also learned of some new arrivals. **Edwin and Diana Wilson** welcomed their first grandchild Porter Edwin....(AKA: PW), who arrived on April 12th. To celebrate his arrival, **Edwin** donated \$100 to start his grandson's Paul Harris account, and donated \$100 to SREF. Congratulations, **Edwin and Diana!**



Cindy Carter-Flamm welcomed a new grandson, Isaiah, who arrived on April 23rd. **Cindy's** daughter, who is deaf, had nurses and midwives who went the extra mile for her. They all modified their PPE masks so **Cindy's** daughter could see their lips move. Congratulations, **Cindy!**



Cool Kids Camp is taking the summer off. Unfortunately, our partner, Cloverleaf Ranch, has canceled their popular summer camp due to COVID-19.

Despite COVID-19, the work on the new Super Playground goes on. Your chance to help could be coming soon. Mark your calendars for May 23rd and 24th and be prepared to help spread woodchips and plant trees with Rotarians from the noon and sunrise clubs.....at a distance, of course. Bring your own donuts!

Board meeting this Tuesday. Will consider doing SuperPlayground work days with City and Morning Club Saturday-Sunday, May 23-24, times TBA Spread chips, perhaps plant trees Social distancing required

Get your laughs and adult beverages ready for happy hour, coming Wednesday, May 27th, from 5:30pm to 6:30pm! Our former fearless leader, **Jack Blasco**, will emcee a special Rotary trivia game. Rumors are spreading that Jack's Bag o' crap will make an appearance. You might be able to score some finds for your next white elephant party!

The Rotary International Convention is back....online this time. Mark your calendars for June 20-26. Not only is the whole conference being offered for free, you can attend the sessions in your pajamas! Details to follow at <https://www.riconvention.org/>

Feed the Frontline (AKA Project **Mario**) is feverishly distributing Mexico Lindo gift certificates to front line workers. In fact, they have run out. We received a letter of thanks from Cathryn Couch, CEO of Ceres Project, for our \$2,500 donation. The donation went a long way to help Ceres meet the new demand for providing meals to low income individuals.

We are one week away from our club's signature program, Overcoming Obstacles. Neither rain, nor sleet, nor COVID will stop us from honoring six amazing students. **David Schreiber** has sent an email to the club with all of the details for next Friday's special event. **David** asked that everyone does the following, dress business casual, control the background on your camera, pay attention to the kids and their touching stories, and prepare to do "the wave" at 12:15pm sharp.

NEXT WEEK ... OVERCOMING OBSTACLES AWARDS

- Meeting 12:15-1:30
- Invite guests (forward Zoom link to them)
- We will only be introducing VIP guests
- To honor our students, we'll not have fellowship before meeting. Everyone will be held in "waiting room" and enter meeting together at 12:15
- Please dress business casual for this special meeting
- Focus on supporting students ... no eating, drinking, leaving room, random comments, etc.



Rotary
Club of Sebastopol



RECOGNITIONS

We learned that **Yvette Williams van Aggelen** celebrated a birthday recently. **Keller** reported that **Yvette** is recovering from a broken wrist and is doing well. **David** and **Carolee Schreiber** will be celebrating their big day next Friday, May 15th. While most of **David's** day will be busy with Overcoming Obstacles, he promises that he will take time to celebrate their big day. **Keller** proudly announced that his family is walking the walk and talking the talk. The whole fam damily, even the teddy bear, are sporting stylish masks. Perhaps they saw the circa 1918 warning about the consequences of not wearing face masks? Or, perhaps they ran across **Paul Thielen's** attempt at a COVID mask? **Paul**, it might protect you from Kiwanis, but not from COVID! At least none of them attempted to sport the Norton Antivirus mask! Madam, what were you thinking?



John and **Patti Blount** caught a bug, the gardening bug! A photog with the Press Democrat caught them at Friedman's with a cart filled with gardening supplies. That should keep **John** and **Patti** out of trouble for awhile! There's a buzz around town about **Gene Nelson**. He's been staring intently at a bush near his house lately. Meditation? Connecting with Mother Nature? No, he's just watching the bees. Just recently, a colony of honeybees took residence in his neighborhood. A local neighbor, donning the newest in Murder Hornet apparel (coming to a Target near you soon), successfully extracted the honey before the bees moved on. Party at **Meredith's**! After three years, two fires, a flood, a pandemic, and the threat of giant hornets, **Meredith Bertacco** completed her guest house. Not only is it spacious, there's also a basketball hoop in one of the bedrooms. Summer picnic committee take note!

THE PROGRAM

Keller turned the duties over to **Harry Polley**, to introduce our speaker, Sean McKenna, Managing Director with Morgan Stanley in Oakland. Like most, Sean is working from home during these times. He started with a brief overview of where we were during the first two months of 2020. As 2020 began, the stock market was reaching record highs. There were some concerns that the stock market was perhaps too high. Beyond that, there were no worries about the economy. March came in like a lion, and shifted the financial universe upside down. It was the un-perfect trifecta, which happened all at once: new news, panic selling, and margin calls for shadow banks and hedge funders. New news about COVID 19, falling oil prices, and "potential" unemployment spikes made markets nervous. Investors began to panic sell, dumping stocks for instant cash. Just as people started to hoard toilet paper, investors started to hoard cash. Shadow banks and hedge funds, which built up too much debt, were forced to pay back the debt by selling their stocks and bonds. This drove the steep drop in the stock markets. All of these factors led us to where we are now.

Sean started to examine the remainder of 2020. We're experiencing drastic changes in the market, which will force consumers, businesses, and governments to determine what the new world looks like. For consumers, they now have to re-evaluate how to spend money, what to spend money on, where to spend money, and when to spend money. Those who were planning international trips might be thinking of taking regional trips instead.



For businesses, adapting to the new economic world requires re-invention. How does a business serve the new consumer, and be profitable? What are the consumer trends going forward? What will be different? Sean suggested that layoffs, and leaner payrolls, will help businesses survive during the worst of this crisis. Most laid off workers will likely return to the workforce in the latter half of the year. Businesses will be forced to use this time to clean up shop, and re-evaluate product lines, services, and properties. Unfortunately, some laid off workers might not return to their former jobs.

For governments, there are three looming issues brought front and center by the new economic world. The first issue is China and tariffs. Since December, China has made efforts to improve the tariff situation. China lifted tariffs on beef, imported liquified natural gas, strengthened intellectual property laws, and limited laws regarding foreign ownership of companies in China. Public opinion continues to point blame for the virus on China, which leads to possible uncertainty about how this will impact tariffs and trade. Businesses are beginning to re-evaluate manufacturing goods in China, and re-locating plants to Vietnam and Mexico. Companies with manufacturing exclusively in China are starting the two to three-year process of relocating. China is taking notice, and is trying to stifle the manufacturing exodus. Sean suggested that we might begin to see de-globalization, with some manufacturing returning to the United States in the coming years. As 9-11 forced the United States to focus on domestic energy production, COVID may force the United States to focus on rebuilding the manufacturing sector. The second issue is debt, at all levels of government. We're not collecting enough revenue, and a prolonged recession will result in less revenue. The third issues is our aging population. Dealing with cramped hospitals, health care shortages, and the ballooning pension issue. The new economy is forcing everyone, at all levels, to change and create.

Sean finished by looking at what individuals can do to adapt to the new economy. The first suggestion is to re-evaluate and simplify our worlds. Use the time to simplify and de-clutter. People are enjoying working from home, and enjoying the freedom it creates. The second suggestion is enjoyment. Are we doing things that make us happy? Are businesses engaging in activities that make employees and consumers happy? Finally, plan for the future! Talk to your financial advisor. Do you have the correct beneficiaries listed? Do you have someone who can claim power of attorney for you? Are you invested in the right sectors? Sean noted that healthcare and tech sectors in the S&P 500 are faring well. Tech companies are still producing and selling products. The healthcare world has changed, and people are starting to worry about the quality of health care in the United States. Sean finished by stating that the new economy may result in a re-focus from a defense driven federal budget to a health driven federal budget.

Greg Jacobs asked how investors are able to predict the future of the market deals amidst uncertainty of daily news, and inconsistent messages from the federal level. Sean said that politics is always politics, and its just background noise. The consumer and business are moving on their own, independent of politics. Consumers are creating new consumer habits, and businesses are attempting to adapt. What we do know is that technology is driving companies to be more efficient. Oil prices will remain low, due to overstock, and our population will continue to get older.



THE FINAL BELL



With another successful online Rotary meeting in the books, **Keller** rung the Roto-Cowbell. Remember, sign on before 12:15pm next Friday, so we can all give a warm welcome to our Overcoming Obstacles finalists. Practice your chair wave!

If you need some vegetable starters, **Harry Simms** can help. There are several varietals in his driveway. Give him a call if you are in interested. Additionally, local farmers through the FEED Sonoma program are offering organic vegetable boxes. For more details, visit:

<https://shop.feedsonoma.com/>

Here's a quick recap, as of Saturday, April 4th

All in-person Rotary meetings, including committee meetings through May 8th – CANCELLED

Virtual club meetings will be held via Zoom on Internet or phone

Friendship Dinners – POSTPONED

West County Construction Corps – SUSPENDED

District Training Assembly – POSTPONED

Learn to Swim – CANCELED (May have sessions in Fall 2020 and Spring 2021)

Super Playground Dismantle/Installation – May 2nd to 16th

Overcoming Obstacles Awards – May 15th

District Conference – POSTPONED

2020-2021 Board Retreat – Sat., May 30

Rotary International Convention, Hawaii – CANCELLED – MOVED ONLINE

Rotary Youth Leadership Activity (RYLA) – CANCELLED

Debunking – Sat., June 27 (no meeting Fri., June 26)



COVID 19 RESOURCES



During this time, finding accurate information is of most importance. Your AppleKnocker team has assembled a cadre of reliable resources for you, so you can stay abreast of the latest news and health information regarding COVID 19.

Johns Hopkins University Corona update:

<https://coronavirus.jhu.edu/> This is considered the best and most updated tally and information page of all.

World Health Organization – Stay informed on the worldwide spread of COVID 19. Includes resources on how to slow the spread.

<https://www.who.int/health-topics/coronavirus>

Centers for Disease Control – Updates on the national response, and resources for businesses, schools, travelers, etc.

<https://www.cdc.gov/coronavirus/2019-ncov/index.html>

California Department of Public Health – Updates on the state response.

<https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/ncov2019.aspx>

SoCo Emergency – Updates on the county-wide lockdown, the county response, and local resources.

<https://socoemergency.org/emergency/novel-coronavirus/>

Press Democrat – Local coverage of the COVID 19 pandemic.

<https://www.pressdemocrat.com/topics/?t=Coronavirus>

EDD – Resources for dislocated/impacted workers

https://www.edd.ca.gov/about_edd/coronavirus-2019.htm

CA Office of Business & Economic Development – Resources for businesses impacted by COVID 19

<https://business.ca.gov/coronavirus-2019/>

Redwood Empire Food Bank – Where to find or donate food.

<https://getfood.refb.org/>

Catholic Charities – Where to find food resources

<https://www.srcharities.org/distributions/?filter=food>

AARP – Wide array of resources regarding COVID 19 <https://www.aarp.org/health/?CON-HEALTH-COVID19-031220>

Virtual Museums – Virtually visit some of the World's best museums from your couch.

<https://www.travelandleisure.com/attractions/museums-galleries/museums-with-virtual-tours>

2-1-1 Sonoma Information & Resource Hotline is a number for the public to call for information and resources on the County's response to the Coronavirus. In addition to calling, people can call 2-1-1 or text their zip code to 898-211 to be connected with a call taker.

Mental Health Support - Reduce stress and anxiety and practice self-care. For support, call the National Disaster Distress Helpline at 1-800-985-5990 Or text “TalkWithUs” to 66746 Or TTY at 1-800-846-8517. Services available in English and Spanish.

Stay connected via Social Media – If you are on Facebook and/or Twitter, consider subscribing to our local government agencies. These feeds are updated 24-7.

County of Sonoma

Facebook: <https://www.facebook.com/CountyofSonoma/>

Twitter: <https://twitter.com/CountyofSonoma>

City of Sebastopol

Facebook: <https://www.facebook.com/CityofSebastopolCA/>

Twitter: <https://twitter.com/SebastopolCity>

Stay Happy and Healthy, Friends!

