



The Appleknocker

Sebastopol Rotary Club's Weekly Bulletin



Deanna Martin – Sonoma County Aq Trends

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President 2021/2022:	Ellen Harrington



“All the News that Fits We Print”

🍏 **BEFORE THE BELL** 🍏

The Community Church wi-fi was down so it was a scramble to figure out how to charge lunches. **Ken Jacobs’** cell phone was the only one that worked with the Clover software website. **Jack Dunlap** ran home to get a wi-fi hot spot to run the AV equipment up front. Thanks for your patience while we got everything up and running.

🍏 **AT THE BELL** 🍏

President Ellen Harrington rang the bell at 12:15 pm and welcomed everyone to Sebastopol Rotary at the Community Church. The doors were opened to let air circulate throughout the room in deference to Covid.

All stood for the Pledge of Allegiance.

The Thought of the Day was presented by **Steve Beck**

“Beware of Green Snakes!! They are just as dangerous as the RIPE ones.”

🍏 **VISITING ROTARIANS AND GUESTS** 🍏

There were no visiting Rotarians but **Dave Schreibman** introduced Ana Booker, Community Outreach Manager at West County Community Services.

Rick Wilson introduced Carl Tennenbann, retired from the San Francisco Police Department.



Future Programs

August 13
Jerry Meshulam

A raptor experience with Jerry
through his photographic lens

August 20
Lowell Bergman

Investigative Reporting

August 27
Richard Corriea
Policing in America

Miscellany

MAKEUP NOTIFICATIONS: scottbriggs50@yahoo.com

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

Domestic Violence Hotline:
707-546-1234

sebastopolrotary.com

RECOGNITIONS

Harry Polley celebrated a birthday on August 3 and **Meredeth Bertacco** on August 7th. Neither were present- is there still a fine in their future?

Russ & Shirlee Cunningham celebrated their 34 years on August 1, with a trip to In & Out Burger. High times in Covid land.



ANNOUNCEMENTS

The Sebastopol Rotary Club picnic is scheduled for September 11th. **Bob & Peggy Rogers** are hosting this year. SAVE THE DATE!

Bob Hirsch presented a banner from the Five Cities Rotary club. The five cities are on the central Pacific Coast and are made up of Pismo Beach, Grover Beach, Arroyo Grande, Oceano and Halcyon (basically the area from Pismo Beach to Oceano).



The Apple Blossom Parade will be held on September 18, a few months late, but better late than never. **President-Elect Hal Kwalwasser** is co-chairing Rotary participation with President-Elect Diana Curtis from the Rotary Club of Sebastopol Sunrise. They have a great plan for a float and much more. **Hal** asked for superheroes to volunteer to walk in the parade. **Aleia Coate** was verbally volunteered by several members to be the superhero. Please contact **Hal** if you want to participate.



Jim Pacatte will be riding in the parade as *Chamber of Commerce Citizen of the Year*.

Jim and the Interact Club (Youth Service) finally received their 2020 awards at a ceremony at Russian River Vineyards a week ago. **Mark Stevens**, Interact volunteer for over 25 years attended. There will not be any awards for 2021.

On September 25th the Rotary Youth Exchange is having their golf tournament fundraiser in Arcata to help reduce the cost for future youth exchange ambassadors and Rotary clubs. Please support Rotary District 5130 Youth Exchange by being a sponsor or playing in the tournament using the following link.

<https://ye5130.org/golf/> Spread the word.

Bob Rogers reported that last week marks the Twenty-Sixth Week in a Row!! with no new reported cases. There were no positive environmental samples this past week as well, for the third week in a row.

Thanks are given to **Cindy Carter** for setting up a new "Adopt a Road" volunteer program on Mill Station Road. There is even a sign that makes it official. 😊

President Ellen Harrington thanked the four volunteers who worked at the **Redwood Empire Food Bank** last week. [Someone had to take the photo -**Ed.**]



WHEEL OF MISFORTUNE



The winner of the raffle was **Bud Daveiro**. **Bud** spun the wheel, it landed on **President Ellen's** square, and **Bud** takes home \$1! Time to take Sharon out to dinner.



MEMBERSHIP AWARD



Everyone who paid their member dues in July, were entered into a drawing. **Treasurer Ken Jacobs** officiated the proceedings with the winner being **Richard Power**. **Richard** received a \$100 restaurant gift certificate.



THE PROGRAM



Patti Blount introduced Deanna Martin, VP-Lending and Michelle McClure, Real Estate Valuator from American AgCredit. They will be speaking on Sonoma County Agricultural Land Trends that occurred in 2020.

Deanna Martin explained that American AgCredit is a cooperative that supports agriculture with credit and financial services for all segments of agriculture. They have 15 billion in net assets with over 10,572 customers with 658 employees of which almost 200 work in Sonoma County. Grapes make up 18% of their portfolio. It is the largest percentage of their sales. They maintain

diversity in their products so that when revenues are down in one area, they still have cash flow from other products. This allows them to stick with customers through tough times. They operate in California, Nevada, Colorado, New Mexico, Kansas and Oklahoma.



Their product includes Loans – Lines of Credit, Term Loans and Mortgages, Leases – Capital and Tax and Crop Insurance.

During 2020, Am AgCredit provided loan restructuring, Paycheck Protection Programs, Coronavirus Food Assistance Programs, and Economic Injury Disaster Loans. They are considering a new program “Wildfire, Hurricane Indemnity Program (WHIP). For an expanded list of resources go to <https://www.agloan.com/covid-relief-and-support-programs-available-to-farmers-and-ranchers/>



Michelle McClure discussed Crop Insurance issues in 2020. Because of the fires, crop insurance was used to save vineyards. The total Sonoma County indemnity payments are at \$79,125,723, third highest in California. In 2020, grape tonnage, price per ton and gross revenue all dropped. AmAg expects that grape prices will stabilize in 2021. This is open to conjecture - 2020 had wildfires and Covid, but 2021 has drought and Covid.

West Sonoma County has the highest cost per ton and the highest cost to buy a vineyard. Sonoma County vineyard sales 2017-2021 are \$117,459 per acre. Russia River Valley vineyard sales for the same time period are \$125,084 per acre. Average farming costs per acre in 2015 were \$6,595 and the current cost per acre has increased to \$8,242.



THE FINAL BELL



President Ellen Harrington ended the meeting with the bell at 1:15.



UPCOMING PROGRAMS



August 13, 2021: Jerry Meshulam – Raptors of Sonoma County



Jerry has been an avid photographer since he was old enough to hold a camera. About five years ago he got hooked on bird photography after taking his son-in-law, a birder visiting from Seattle, on a walk through the backwoods of Ragle Park. It's been a joyful journey of avian discovery since then.

On August 13, Jerry will highlight many of the birds of prey seen in Sonoma County, some right here in Sebastopol. With outstanding photography and engaging commentary, Jerry will acquaint you with a Peregrine Falcon family; a pair of Osprey rearing their chicks; Bald Eagles; migrating hawks; Sebastopol owls; and Red-shouldered Hawks.