



The Appleknocker

Sebastopol Rotary Club's Weekly Bulletin

Offsite Meeting at Gabriel Farm – Talk, Tour by Torrey Olson



Date: August 12th, 2011
Volume: 2011/12—Issue E10-06
Scribe: Tom Boag
Photography: David Schreibman
Editor: Tom Boag
Club President 2011/2012: Aleia Coate



All the News that Fits We Print



Before the Bell



What a beautiful day. No problem finding **The Olson's** Gabriel Farm. As instructed, we brought along two chairs and set about finding a good spot. Mmmmm, good smell, food is cooking – our cooks are really sweating with the BBQ heat. There's David, taking pictures. Wonder who is Scribing today? Lots of people arriving -- going to be a popular event.



At the Bell



Despite no bell (!), **President Aleia** persisted and began the meeting at 12:15. **Bob Rogers** led in the *Pledge of Allegiance*, then **Keller McDonald** – carefully... after prolonged consideration of what would be appropriate to the surroundings... led us in the song, *America the Beautiful*.

Then **Steve Jorgensen** presented a Thought for the Day – “Talk low, talk slow, and don't talk too much.” by John Wayne.



Visiting Rotarians & Guests



Your Scribe made a quick food run, returning to find guests and visitors (in mixed order) already introducing themselves:

First was Audrey Cohen of the “Cotati” Rotary Club
 (Actually Rotary Club of Rancho Cotati.).



Bill Cole made the next introduction of his wife, **Wendy**, and then Boss.

(No, Wendy is the “boss”, not the “Boss” – Got that?) Boss is the easier name (for us) of Warrapon Pitakpanichkul. Boss is our club's foreign exchange student from Thailand and will be in Sebastopol for almost a year. He will be a student at Analy this year and is in the eleventh grade. Welcome, Boss, and we look forward to hearing from you at future meetings.

Bob Roger's introduced his wife **Peggy**, then **Tom Dilley** introduced his wife, **Pat**. **Bob Cugini** introduced his wife, **Julie**.

Bill Cole introduced his wife, **Wendy** – Yes, again!



Future Programs

August 19th

Speaker: John Zanzi
Program: Sebastopol Fire Dept.-CERT Training
Host: Rollie Atkinson

August 26th

Speaker: Rich Thomas
Program: Recent & Future Trends in the Wine Industry
Host: Rollie Atkinson

September 2nd

Speaker: Keith Woods
Program: Choices
Host: Barbara Beedon

Future Events

New Santa Rosa Rotary Charter Night

"New Generations" Friday, Aug 19th at 6:00 p.m.

Rohnert Park-Cotati & Rancho Cotati

Golf – Poker – Bunco Tournament

August 19, September 17, October 13 – See Attached.

HAPPY HOUR AT GTO's Seafood House

(3rd Friday of the Month), 234 South Main, Seb.

Friday, August 20th at 5:30 p.m.

Sebastopol Sunrise Rotary Picnic, Air Show

Dutton Lake, 3990 Laughlin Road,

Saturday, August 20 Noon to 5:00 p.m.,

Adults \$20, Kids <12 \$10-RSVP Terry Kelley

Foundation Membership Super Seminar

Saturday, August 20, Santa Rosa So.Co.Off.Ed

CALLING ALL ANGLERS – Sea Angler Trip

Saturday, September 3rd - See Pete Hill

Needing another person by Friday

Stop wishin' and go fishin'

Rotary Hearts on Fire Dinner, Hyatt, S.R.

Sat., September 24th – See att.

Fundraising for EQ, Tsunami Victims and

Recovery in Japan-Nao's Home Aug. 27th Sat.

Lobster Feed is October 15



Mark calendar!



West Africa Project Fair in Dakar, Senegal

Wednesday, October 26th -Nov 2nd—See Attachment

Miscellany

NEXT Board Meeting (3rd Wednesdays)

Location: Mike Long Office, 7724 Healdsburg Ave, Seb.

Date/Time: Wednesday August 17th, 5:30 p.m.

Web Site for Make-Up Locations

www.rotary5130.org/meeting_locations.shtml

MAKEUP NOTIFICATIONS – Send to JOHN

BLASCO at jcbiasco@comcast.net

On-line Make-Ups: www.RotaryEClubOne.org4

Interact Make-Ups – when school starts up...

Appleknocker Archive

sebastopolrotary.com/appleknocker.shtml

Sebastopol Rotary Carpool Website

http://budurl.com/f8mk

Bob Hirsh then said, "my guest is my partner, Kat Anderson".
Edwin Wilson then introduced his wife, **Diana**.

David Still brought the whole group—his wife, **Nan**, brother Richard Still and sister in law Suzanne Still-- whose son works on organic farm in Oregon. **Tom Boag** brought partner, Ralph Hamblin, a retired horticulture guy.

Yvette Williams van Aggelen brought Robert Jacob (again and for the 4th time! – Robert is CEO of Peace in Medicine.)

Two more visiting Rotarians said hello: Linda Johnson and Martin Webb of Sebastopol Sunrise. A round of applause for all.

Announcements



President Aleia made a few short announcements – since the main program today was **Torrey Olson's** talk and farm tour. She reminded us (and it all came to pass) that the Gravenstein Apple Fair is this weekend and club volunteers are pouring (not testing –Ed.) beer. On Sunday members are assisting with the Tour D'Organics Bike Ride visit right back here at Gabriel Farm. The Sebastopol Community Band is playing this afternoon at the Sonoma County Fair!

Next Week, Saturday, August 20th, is the Sebastopol Sunrise Rotary picnic at Dutton Lake. That's close to the Airport so you'll see Saturday's Sonoma County Wings Over Wine Country Air Show.

President Aleia thanked our caterers for coming out today and making us a great lunch and then turned over the meeting, with thanks for hosting us today, to **Torrey Olson**.

The Lobster Feed is October 15th – Made a contribution yet?



Recognitions...and...FINES



(There weren't any. –Ed.)



Foundation "Brag Bucks"



(Foundation Brag Bucks... will be happening every Friday... (Umm, well maybe next time... -Ed.)

Raffle

Nope!





PROGRAM



Program – Speaker, **Torrey Olson**:



Torrey began his talk with thanks to all for coming out to the farm. He introduced his son, Henry (just 6, Monday) and his mom, visiting from Brooklyn NY. He outlined the plan to tell us about the farm and then go on a walking tour. Gabriel Farm is one of the nice orchards still around. They have people visit here almost every weekend, picking blackberries and some apples. Many go directly to the barn and don't get out into the orchard.

History of Gabriel Farm: Initially started and Farm laid out by Jim Gabriel – an escapee (alleged Hippie) from San Francisco. They had the foresight to plant an Asian pear orchard – also Fuji Apples, Persimmons, and various Japanese sorts of crops. That was from the 1970s to the 1980s. Following their start, the farm's "middle couple" had regular jobs and did the farm as a hobby. That lasted until around 1999. The **Olsons** took over in 1999 – with the plan of running the farm for an income... "so we can afford to be in Rotary Club"

Torrey stresses that, although they encourage visitors, he has to ask people to remember that this is a working farm. The farm has a total of 14 acres, 12 acres in production (9 acres in Asian Pears, 3 acres of Apples, Persimmons, and Blackberries). Gabriel Farm is surrounded by vineyard (!) on two sides, an herb school on another, and Sullivan Road on the other. All told there are some 4,000 trees – **Torrey** claims to know most of them "by name", after many years.

Everything at Gabriel Farm is **All-By-Hand-Certified-Organic** – pruning, thinning, everything. Two crews total some 12 people at peak times. Fruit is taken to the packing room, sorted into 12 different sizes and 3 different box sizes and goes into the cooler. While this is going on, **Torrey** is upstairs trying frantically to get people to buy it.

Major (wholesale) customers are Whole Foods (Go look for the picture of **Torrey** and the farm in the Sebastopol Whole Foods.) and also The Fruit Guys, a "consolidator" (buys product from a number of small farms) who sells mail order boxes of fruit. **Torrey** says Whole Foods is a really nice grocery store who buys fruit from little farms like his. He says that The Fruit Guys is one of the best places to get fresh fruit. Their Products move fast – In competition's stores the product sits on shelves for awhile – or languishes in warehouses with special nasty gases to control/retard ripening. (Ugh! –Ed.)



Torrey goes to two farmers markets: one in Berkeley on Saturday and the other in Marin Civic Center on Sunday. Prices are much higher at those two markets than in local Sonoma County farmers markets. **Torrey** also does special deliveries near those markets. In addition, Gabriel Farm is open to visitors on weekends (Saturdays and Sundays from 11:00 a.m. to 4:00 p.m.) – or by special appointment during the weekdays. His intent is to try to keep the store open for local folks.

Another question was about the 400 mile definition of "Local Grown" product for sale at various markets. A 400 mile limit, for instance, allows our local Safeway to sell "locally grown" nectarines for \$0.70 per pound. **Torrey** asked them where they were grown and got the response "Kingsburg" or something like that. Some farmers markets have tighter rules that set the distance limit for local grown as 90 or 100 miles.



Questions: **Torrey** deftly sidestepped a question from **Henry Alker** about gross sales. He did say that "We make as much per acre or per ton as the highest level Pinot grower does." but "We work 3-4 times as hard for it."

Sells to Schools: **Torrey** was a High School teacher at Piner High before he came to Gabriel Farm. He would take fruit to school and the students would devour them. "They did better on tests after eating fruit before. One of our ethics is to sell to schools. We sell direct in Santa Rosa and through a distributor in the East Bay."

Someone asked about bees: "We are a Bee friendly farm. We have created a habitat for pollinators. You need to have more than one crop for pollinators. We have numerous crops, early and late. Have pollinator hedge row around property. We have bee boxes... Cannot produce Honey fast enough."

Weather: "Changing... Gabriel Farm had 61 inches of rain this year. Last summer it never got above 75 degrees until one week before harvest when it went to 110 degrees and we lost a lot of fruit."

China: "Why is almost everything in dried fruit coming from China?" "There's no drier or even a drier machine left in Sonoma County. All the canneries sold their equipment and they took it all away." Anything with apple juice concentrate is from China."

Gravenstein Apples: "Gravs' are a most difficult apple to grow. They ripen and half an hour later they fall on the ground. Another half hour and they start to go bad."

The Best Apples: "A Sonoma County Apple, the McIntosh is the definition of apple flavor. Golden's that I grow are the best you can get. Sonoma County's has the best apples because it has the coolness in evening, warmth in daytime...Nowhere else do they have that."

The Tour:

Torrey then took most of the guests on a tour of Gabriel Farm. He started out in what he calls the hobby orchard – "This is the hobby orchard – just for fun, except for lavender. We'll look at the Asian Pears and how we manage them organically, and then look at the solar panels, and end up back at the store."

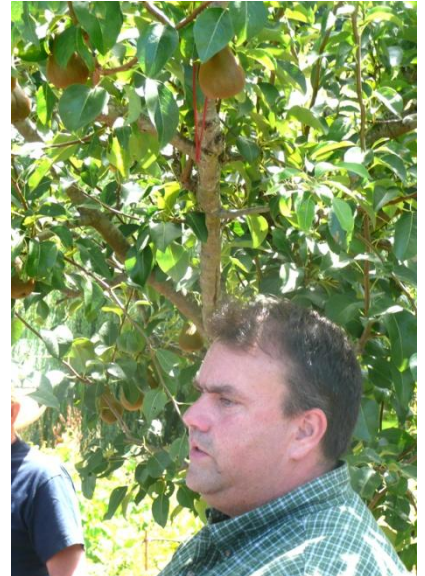


Pluots: "This is a Pluot (Luther Burbank developed cross of Plum and Apricot (See also Plumcot – Ed.)). Pluots are tremendous if we'd just all go for it. These two trees have been in ground only 4 years. Actually picked over twice and still hundreds of fruit on here. Unbelievable tree – grows like crazy, grows thru gopher attack. (If you need a couple of trees for your yard then it's a good choice.)"

Lavender: "You have to cut lavender. There's full sized lavender and dwarf lavender. We make jam that has lavender in it. (Asian Pear Blackberry & Lavender Conserve – Mmmm Good! –Ed.) We also sell a ton of dried lavender at farmer's market. It's sold for decorative."

Two "Pet Trees": **Torrey** next showed us two Fuji apple trees in the "hobby" orchard. He explained the problems of growing new trees by seed. "If you want to grow Fuji apples then growing from seed is a chancy business. Let's go through it. How many seeds in an apple? There are 10 seeds. Apples, Asian Pears, and European Pears are all in the Palm family and have 10 seeds. But...If you plant one of the seeds...you don't get a Fuji apple! Seeds grow to be wild versions of their parents – a wild version. You cannot always be sure what the pollinator is – and usually what you get is tiny crab apples. Actually, the Golden Apple is an example of good luck. Johnnie Appleseed originally planted apples for hard cider, from seed. (Crabapples are allegedly OK for hard cider.) In the middle of Johnnie's orchard a Golden apple appeared – strictly by chance. Torrey's hobby garden Fuji apple trees are "different": One has pears that look great, but never ripen! The other tree has pears that ripen in the beginning of July – very unusual. Both trees are seedling trees – you can tell as it does not have a grafting ring at the base."

Reliably Making Orchard Trees: "The normal process (to reliably get what you want) is you grow rootstock ("root stock" ?) and graft something known onto top. Grafted trees grow so slowly -- No fruit for 2-3 years. The "Scion Exchange" in January is the place Torrey gets grafting material. ("Scion", in grafting, a detached shoot or twig containing buds from a woody plant which is grafted onto the stock.) Some people put as many as 100 scions on one tree." Torrey showed us another area where he does tree generation – grafting of scions onto rootstocks. "There's 50 different Asian Pears here. I use them for replacement trees in the orchard. These are all *Pyrus betulaefolia*."





Life on the Farm: Torrey pointed us toward a Mulberry tree and suggested a taste (Pretty good. –Ed.) Torrey's son, Henry, was doing something reserved for farm boys – climbing in the Mulberry tree... and barefoot... Such a life! (He's Chairman.)

The Great Mystery: Pear in a Bottle Brandy. How do they grow/make these things? Standard guesses are:

- 1-Dehydrate them, stick in the bottle, rehydrate. (No)
- 2-Cut off the bottle base, insert pear, glue back (No !)
- 3-Insert fruit (Apple/Pear) into the bottle neck when it is very small, let it grow. (Yes)

"In this area there are ~200 bottles hanging in trees. When pears are just smaller than neck you put them in. Have to hang bottle as vertical as possible – wired up. It's actually 5 degrees cooler inside the bottle compared to outside."



Dings and Scabs: "A problem with fruit is that you cannot sell anything with any dings on it. (Exception: Berkeley Farmers Market people really like funny looking fruit." (Only in Berkeley! – Ed.)). "A lot of fruit you cannot do anything with. I found a distillery that can make brandy out of dinged pears."

Asian pears are wonderful since they don't get scabs. I can only spray with approved things. We can spray sulfur but not often. Back east they spray maybe 30 times a year – here only a couple of times a year.

"Apple scab is a fungus. It thrives when it's warm and dry at same time >65 Deg F. It doesn't penetrate the peel but people don't like its look. (It's the main thing that Apple growers control for.) The solution – Pick apples that are scab resistant. (My favorite apple is Scarlet Gala – great apple but gets scab. Remember that scab doesn't go through the skin – it comes right off.)"

Main pests for apples and Asian pears are the Coddling Moth. "They look like an earthworm – ¼" long larva deposited on end of fruit, crawl inside and eat seeds. If you avoid cutting thru the center of fruit then you don't see the moth – otherwise it can be a real mess. To control Coddling Moth, you have to trim fruit trees carefully – keep fruit from touching each other. Then you put traps out. (There can be four seasons of Coddling Moth a year.) You have to check the traps every Friday ((after Rotary)) and, when you see a sudden increase then that's the first generation peak. Then you go out and hang up one of these orange ties on every tree. (Torrey holds up a short loop of plastic – looks like an orange tie-wrap.) "These are pheromone emitters – they're designed for Coddling Moths and cost \$0.75 each (plus labor to install!). The emitters make the whole orchard seem like Coddling Moth so (Umm... -Ed.) mating is "disrupted". After this fix, you may have to go for a second generation." All this is the Certified Organic thing and is in lieu of spraying pesticides! "Sometimes I'm able to spray a little. Sometimes neighbor property trees are not maintained and the Coddling Moth spreads from



there. I can use pyrethrums (But I don't use them because it requires exact pH water) – I sometimes use BT (*Bacillus thuringiensis*, from corn tassel)."

Dwarf Apples – for Safety Sake: Showing us the apple region of the orchard, Torrey shows us: "All of these apples are semi-dwarf apples. The rootstalks are 75% size of regular trees. Dwarfing rootstalks dwarf because they don't send down a tap root. This keeps trees low for safety of people picking. Visitors to the farm are important but there are lots of special issues."

Solar Panels: "We run the whole place on solar panels. We used to cut a big check to PG&E every month, now we avoid that. Solar panels go directly to grid – We cannot 'go offline'... Solar power runs the house, the well, and refrigeration for storage. Power cost and savings get figured yearly - Excess power gets 'banked' up."



Blackberries – Oh yes, they have blackberries too... We'll get to that next year.



The Closing Bell



Repeat...There was no bell! About 2:00 p.m. the tour ended. People had so many questions but Torrey was skillfully herding them back to The Store. **President Aleia** thanked **Torrey** for having us and for the talk and tour and said that a donation to Polio Plus would be made in his name.



After The Bell



Harvey Henningsen reported some Lost and Found Items after our Club Picnic – They Are: 1) A beige medium jacket “London fog”; 2) A green medium jacket “Gary Player”; 3) A set of Ford keys (The Keys are now claimed.) We are having a special on jackets at the next meeting.

(You may have noticed that we sent the AppleKnocker out twice last week – two different .pdf versions of the same newsletter. We had a large issue with a lot of nice pictures so it made a large file – when I kept the resolution (and therefore file size of the .pdf file) at my normal setting. Some folks (only two) complained that the file was too large – so I made another .pdf file, lower resolution and file size, and sent it to you as well. If you compare the two versions you may see a little difference in resolution or blurriness. We’re working on a compromise... but we do like sharp photos. We do have the option of breaking up such large issues into photo supplements. Do any of you have any comments about the picture resolution? – Ed.)

The ABC's of Rotary

(Taken from “The ABCs of Rotary”, a Rotary International publication originally prepared by Dr. Cliff Dochterman who was RI President in 1992-93)

#61: RI's General Secretary

The day-to-day operations of Rotary International's Secretariat are under the supervision of the general secretary, the top professional officer of Rotary. Although the general secretary is responsible to the RI Board of Directors and president, he provides the ongoing management for about 600 staff members who comprise the Secretariat of Rotary International.

The general secretary serves as secretary to the RI Board and is also the chief executive and financial officer of The Rotary Foundation, under the supervision of the Trustees of the Foundation. He is the secretary of all Rotary committees as well as the Council on Legislation, regional conferences, and the annual RI Convention.

The general secretary is appointed by the RI Board for a term of not more than three years, which may be renewed by the Board. Since 1910, 10 men have served in that position. Chesley Perry, the original general secretary, served from 1910 to 1942. Others who followed were Phil Lovejoy (1942-52), George Means (1953-72), Harry Stewart (1972-78), Herb Pigman (1979-86 and 1993-95), Philip Lindsey (1986-90), Spencer Robinson Jr. (1990-93), Geoffrey Large (1995-97), and S. Aaron Hyatt (1997-2000). Ed Futa was appointed in 2000. **(Update: John Hewko was announced as Rotary International's the new general secretary on January 12, 2011. – Ed.)**

Throughout the history of Rotary, the personal influence and administrative skills of our general secretaries have significantly shaped the course of Rotary programs and activities.



Membership Moment



“I had been in the club for maybe two years when Kathy McCarty from Chidamoyo Hospital in Zimbabwe was in town and came to speak to the club one Friday.

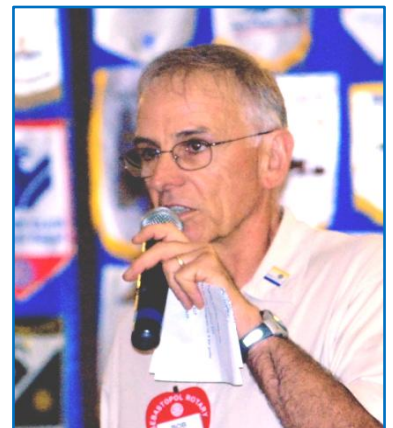
We, along with other people in the community, had obtained a freight container, placed it in Mike Long's yard, and filled it with much needed supplies for the hospital...everything from rubber gloves to rubber tires, from Benedetti's, of course.

Yes, I had heard about all the good works that our club had done, as well as Rotary International....water in Vietnam, Adopt-A-Village in Uganda, Polio throughout the world, and felt good about being a part of that in some small way.

But when Kathy stood in front of our club and said, “Because of you, some people are alive today that wouldn't have been otherwise”...it struck me like a ton of bricks...we actually have made a HUGE difference in another human being's life...literally, by extending that life.

I was writing, or editing the Appleknocker that week, I don't remember which for sure, and I wanted desperately to say something about what was said because it hit me so profoundly, but somehow couldn't put it into words without sounding too melodramatic. Well, a few years have gone by since then and I can say something now.

This was my Membership Moment...the moment I realized that we are making more than big differences in peoples' lives...we are actually saving lives...and I'm very proud to be a part of that.” —**Bob Rogers**



Fri. August 19, Sat. September 17, Thurs. October 13



Poker ★ Golf ★ Bunco

THE MOST FUN TOURNAMENTS OF THE YEAR!

AUG 19

Foxtail Golf Resort
Rohnert Park



GOLF Tournament

19 Hole Scramble
Free Food & Drinks on the Course
Games • Putting Contest
Hole-in-One Prizes • Free Stuff!!!

2011 Event Schedule

GOLF FRIDAY AUG 19

Golf Check-in & Registration	11:30AM - 1:00
Shotgun Start	1:30PM
Dinner, Awards & Auctions	6:30PM - 9:00

POKER SATURDAY SEPT 17

Poker / 101 Casino 10:00AM

BUNCO THURSDAY OCT 13

Bunco / Wedgewood 6:30PM

SEPT 17

101 Casino
Petaluma



TEXAS HOLD'EM Tournament

Poker Tournament Limited to 80 Players!
\$100 Buy-in • Over \$5000 in Cash & Prizes!

OCT 13

Wedgewood Banquet Center
at Foxtail • Rohnert Park



BUNCO Tournament

\$25 Buy-in • Over \$1000 in Cash & Prizes!
Free Non-alcoholic Drinks, Snacks & Chocolate!

Entry
Fee



\$99 Golf Fee includes dinner!

Poker & Bunco: See Website for Info

Big Prizes ★ Awards ★ Auction ★ Raffles

Register at: www.rotaryevents.org

Event Info: Ken McCoy (707) 484-4040
Yatin Shah (707) 584-2222 (ext 10)
or (707) 849-7056

Proceeds benefit youth and community services and programs!



Fri., AUGUST 19th, 2011

*Celebrate An Old Favorite
With A New Twist*



You're Invited!

*New Generations Rotary Santa Rosa
Trip Around the World
Charter Night Cocktail Party*



*New Generations Rotary Santa Rosa
Charter Night Cocktail Party*

Friday, August 19, 2011

Drinks & Appetizers at 6:00pm

Hilton Sonoma Wine Country
3555 Round Barn Boulevard
Santa Rosa, CA 95403

Purchase Tickets

Sarah Giometti

707.206.8004

sarah@bluesapphiredesign.com
or online

newgenrotarysantarosa.eventsbot.com

\$40 before July 31st

\$50 before August 18th

\$60 at the door

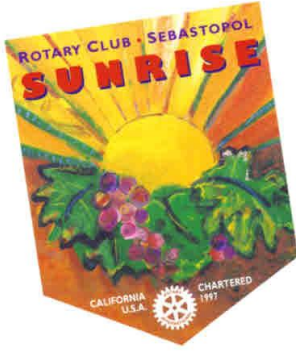
We will also be fundraising for The Ella Bisbee Fund in
support of the Children's Museum of Sonoma County.



lovingella

www.ellabisbee.org

Sat., AUGUST 20th, 2011



**Rotary Club of Sebastopol Sunrise
Invites You to our Annual
Summer Picnic &
Air Show Spectacular**

**Please plan on joining us for this great celebration of
Rotary, Wine Country, Friendship & Fellowship AND all
next door to the Wings Over Wine Country Air Show**

Saturday, August 20th, 2011

**Dutton Lake
3990 Laughlin Road**

Noon to 5:00

Adults \$20.00

Children Under 12 \$10.00

Children Under 6 Free

**Be Sure to bring your own:
Chairs; Blankets; Towels;
Camera; Binoculars; Hats;
Picnic type games; toys;
Sunscreen; etc!**

Picnic Committee Will Provide:

Hot Dogs; Brats; Burgers; Beer; Wine; Soft Drinks & all the fixin's!

You Bring (Last Name Beginning in:)

A-K: Desserts

L-R: Salads

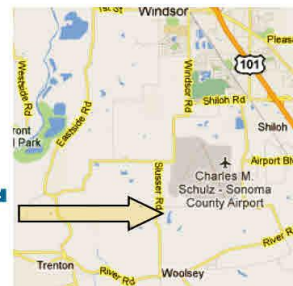
S-Z: Appetizers/Side Dishes



**Special Welcome to our friends
from the Rotary Club's of:
Sebastopol
Healdsburg Sunrise
Healdsburg**

**Please RSVP by August 16th
to Terry Kelley:
tak000@sonic.net
707-481-1784**

**Warren's Lake & Gail Ann's Vineyard
3990 Laughlin Rd., Windsor, CA**



Sat., AUGUST 20, 2011 (Santa Rosa)

Super-charge your Rotary Club with this year's combined Membership and Foundation "GREAT CLUBS" event

Foundation / Membership SUPER SEMINAR

TWO DATES!

SATURDAY, AUGUST 13 (Eureka)

Humboldt County Office of Education

SATURDAY, AUGUST 20 (Santa Rosa)

Sonoma County Office of Education

Choose from an array of Membership and Foundation topics such as:

- Proven Recruitment Programs & Retention Strategies
- Foundation 101 & 201 for New and Experienced Rotarians
- Leadership and Volunteer Motivation
- Committee Opportunities, Responsibilities and Success
- Grants: Apply, win and use those funds!

Many sessions offered both AM and PM; come for full- or half-day

General SCHEDULE

- 8:00 Check-in
Continental breakfast
- 9:00 Welcome
Breakout sessions
- 12:00 Lunch Plenary Session
Breakout sessions
- 4:00 Close

Convened by:

2011-12 District Governor Maureen Merrill
District Governor-Elect Michael Juric
District Rotary Foundation Chair Dale Ann Knight
Sr. Assistant Governor/Membership Chris Parr-Feldman
General Director Sandie Krutz

TO REGISTER

& for details & directions:

www.rotary5130.org

\$25 per person

*Recommended that club pay
20% rebate for each 20% of club
membership attending
with advance registration*

Event Administrator

Sandie Krutz 837-5210
sekrutz@aol.com

Remember Nao's Talk at our July 29th Meeting –
Plan to Attend this unique event
Saturday, August 27th
and special experience.

In Conjunction with Fort Bragg Rotary

FUND RAISING FOR THE EARTHQUAKE AND TSUNAMI VICTIMS AND RECOVERY IN JAPAN

THEME: A Day of Good Food, Taiko, Sake, Wine and Beer at Noguchi's

DATE: Rescheduled Saturday, AUGUST 27th
(Note this was incorrectly shown as August 11 in several previous AppleKnocker "Future Events" listings – The correct date is as shown here, August 27th.)

TIME: 2:00 P.M. on "until whenever"
(Note this was previously shown to start at 1:00 p.m. but Nao has changed it to 2:00 p.m. – to allow him to get ready...)

PLACE: 6090 Fredericks Road
Sebastopol, CA 95472

ORGANIZED BY: San Francisco Taru-Mikoshi and Sonoma County Taiko

CONTACT: Nao Noguchi
707-479-1497
knnoguchi@comcast.net

NOTES:

1. We will cook a whole pig in a luau style plus BBQ turkeys, chickens, steak and other edible exotic items. We plan to dig out the pig at 5:00 PM.
2. Taiko performances will be provided by Sonoma County Taiko.
3. We will have kegs of home brewed beer using home grown hops from our garden.
4. We ask each member (not the guests) to bring a side dish to share with 10 plus people.
5. If you plan to drink, please consider staying in Sebastopol, we have floor space in the house, plus a few tents and sleeping bags.
6. Bring your family, friends and check book.
7. Both San Francisco Cherry Blossom Festival, Inc. (Taru-Mikoshi) and Sonoma County Taiko are 501 (c) 3 non-profit organizations and any donation is tax deductible. If you write a check, please indicate "Earthquake relief for Japan".

ROTARY HEARTS ON FIRE



FOUNDATION DINNER SOUTH
SATURDAY SEPTEMBER 24TH, 2011
HYATT HOTEL, SANTA ROSA

Sat., SEPTEMBER 24th, 2011

You can register either through
the www.Rotary5130.org
website

or by contacting
Chris Parr-Feldman at
parrevents@aol.com

Hearts on Fire

Rotary Dist. 5130
145 Wikiup Drive
Santa Rosa, CA 95403

Event: Rotary Foundation Dinner South

Date: Saturday, September 24, 2011

Where: Hyatt Hotel and Spa
170 Railroad Street
Railroad Square, Santa Rosa

Black tie optional, red dresses welcomed
Cost: \$75

6:00 PM Doors open - no host cocktails

Keynote speaker: Past RI President, Rick King

RSVP online at
www.Rotary5130.org

Saturday, OCTOBER 15th, 2011

Rotary Club of Sebastopol

LOBSTER FEED



Saturday, October 15, 2011

Please join the Rotary Club of Sebastopol and help make the 5th Annual Lobster Feed the most successful fundraising event ever! We are so proud that all the monies that are raised through this fun event are returned to the community in the form of Teacher Mini Grants, Learn-to-Swim Programs for local 2nd grade students and High School Foreign Exchange Programs; as well as a multitude of other community-based and international programs. If you have children that have gone to school in Sebastopol, your children's education has been touched by Rotary in some way. **We believe this is the Premier Social Event of the Year, and we have fun while raising money!** Come join your friends and business colleagues and enjoy great food and wine by local vintners, coupled with exciting live and silent auctions items!

☐ **Platinum Sponsor \$1,500**

- Logo listed on event website
- Company name listed in event guide
- Logo listed on event poster
- Recognition as Platinum Sponsor sponsor in:
 - Press Releases • Poster • At event
- 2 x 5 ft Advertising banner at event
- Four complementary tickets to event

☐ **Gold Sponsor \$1,000**

- Logo listed on event website
- Company name listed in event guide
- Logo listed on event poster
- Recognition as Gold Sponsor sponsor in:
 - Press Releases • Poster • At event
- 2 x 5 ft Advertising banner at event
- Two complementary tickets to event

☐ **Silver Sponsor \$500**

- Logo listed on event website
- Company name listed in event guide
- Logo listed on event poster
- Recognition as Silver Sponsor sponsor in:
 - Press Releases • Poster • At event

☐ **Bronze Sponsor \$250**

- Logo listed on event website
- Company Name listed in event guide
- Recognition as Bronze Sponsor sponsor:
 - At event

Please check box above for your sponsor level. Rotary Club of Sebastopol is a 501(c)(3) org.

Name: _____

Company Name: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please find enclosed check for \$ _____ Please bill my credit card for \$ _____

Type of card ☐ VISA ☐ Mastercard Number: _____ Ex. Date: _____

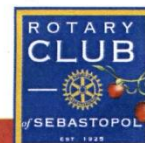
Please send this completed form with check or credit card information to:

Rotary Club of Sebastopol Attention: Richard Petersen PO Box 213, Sebastopol California, 95473

Upon receipt of payment in full, complimentary tickets will be mailed to you along with other promotional materials. Proceeds from this event go toward community service and international humanitarian projects. Thank you so much for your support.

For more information regarding being a sponsor, please contact:

Richard Petersen at 707.548.5259 or Ted Baggett at 707.823.5325,
or email Rich@richardpetersen.com.



www.lobsterfundraising.com

INTERNATIONAL EXPERIENCE:

Join Us for Festival of Brotherhood 2011

October 21-30, 2011 Puerto Vallarta Guadalajara

October 26-30 Guadalajara only



Festival is full of surprises like this one from 2010. A youth mariachi band showed up to serenade at our first morning meeting. This young man had an amazing voice. We learn about Mexico, its culture and people in both planned and unplanned ways. During the trip we experience many opportunities for fellowship with Rotarians from Mexico's District 4150 and our fellow District 5130 Rotarians.

We also get to visit and explore a variety of projects that we might decide to support. They are in the fields of medical, clean water, education and job training. These are fascinating visits where we have the honor of sharing the passion of the local Rotarians. We also go to Festival to have fun—visiting the beach, shopping, parties, home visits and more. Lastly, Festival is a good place to learn more about yourself. Visiting a different culture has a way of bringing out new sides of yourself that you weren't aware of—life is an adventure!

Travel arrangements include non-stop flights between San Francisco and our Mexican destinations. All transfers and ground travel will be on deluxe buses. We have arranged great hotels. We will be staying at the Krystal Hotel in Puerto Vallarta. Our rooms are all ocean view in a low rise building directly on the beach. There are multiple pools and other amenities on the grounds of this large hotel complex. Continental buffet, tips and room tax are included in the room price. For Guadalajara our hotel is in the Tlaquepaque area, a picturesque village that is now part of greater Guadalajara and is noted for its unique shopping district. The hotel is a bed and breakfast, Quinta Don Jose. It has a pool, comfortable patio and beautiful grounds. Our group will have the entire facility during our stay. Breakfast and room tax are included in the room price.

Wow! How do I sign up? A prompt reply is needed. Our Puerto Vallarta flights need to be booked by June 23. All who register before that date get our great group rate. Registering after that date will result in higher fares. Our Tlaquepaque hotel will not accommodate the whole group and you need to select a room on one of our forms. Early registration gets the most choice of rooms. The latest registrants will be in nearby hotels. We need a \$700 per person deposit by June 15 for airfare and Krystal deposit.

To register you need to read the terms and conditions, fill out the registration form and select a room at Quinta Don Jose. All three of these forms are attached. Mail them with your deposit check and a copy of your passport to the address on the registration. Checks only for payments. We have no way of processing credit card payments. Call Doug at 962-0788 for answers to any questions you might have.

Registration forms are located on the district website. Here's the URL
http://www.rotary5130.org/festival_of_brotherhood.shtml



7th WEST AFRICA PROJECT FAIR

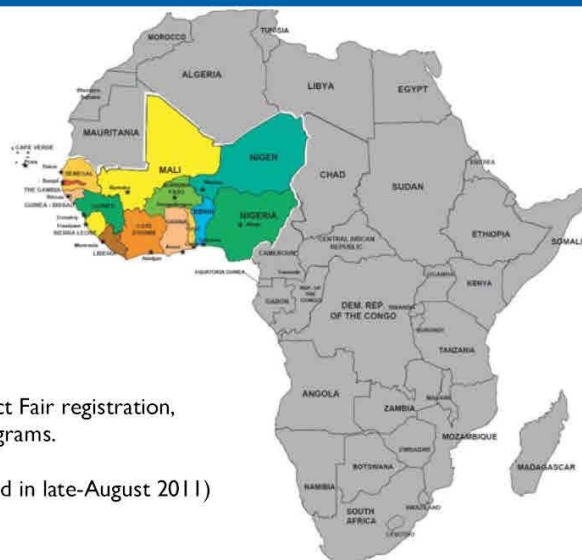


**OCT. 26 - NOV. 2, 2011
DAKAR, SENEGAL**

**9 Days • Land Only
\$1,829 Per Person,
Double Occupancy
Single Occupancy, add \$350**

Price includes hotel, sightseeing, transfers, most meals, Project Fair registration, Rotary events, village & community service/humanitarian programs.

(Round trip, group airfare from North American to be offered in late-August 2011)



Reach Out to Africa with Immediate Past Rotary International President Ray Klingensmith

The support of the African Rotarians and their humanitarian projects are a high priority for Rotary International. As such, Rotary organized the Reach Out to Africa Committee to help motivate Rotarians from throughout the world to come to Africa, create friendships and support these projects. Immediate Past RI President Ray Klingensmith believes so strongly in this effort, he is planning to take this trip. We invite you to join Past President Ray to discover the unique opportunities of service and friendship in Africa.



The West Africa Project Fair was created to share the needs and challenges of West Africa, to give the you a hands-on experience in communities and humanitarian programs, and to create lifelong friendships. We will join the Senegalese Rotarians for a Community Service Day to visit the local communities to visit humanitarian project sites and engage the local communities.

In addition to our humanitarian purpose, we will spend time exploring the sites, culture and friendships that are only possible by being Rotarians.



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