



The Appleknocker

Sebastopol Rotary Club's Weekly Bulletin

Program: Mark Burchell—"Rotary Means Business"



Date: July 15th, 2011
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Scribe: Liz Schott
Photography: Chris Dawson
Editor: Tom Boag
Club President 11/12: Aleia Coate



All the News that Fits We Print



Before the Bell



Greeters **Bill Facendini** and **David Still** welcomed Rotarians and their guests to today's meeting. Red balloon bunches on several of the tables promised something special for the day.



At the Bell



Again, no bell. At least no *Official Rotary Bell*. The hammer on the brick was an inadequate replacement. Again, the fine from **Jack Blasco** to **President Aleia** (\$5) for the one-week anniversary of the bell being lost.

The flag salute was led by **Brian Langermann**. **Keller McDonald** guided us through "God Bless America" and later, Happy Birthday for **Liz Schott**. And **Bill Cole** reminded us that "War does not determine who is right, only who is left."



Visiting Rotarians & Guests



Visiting Rotarians:

La Quinta: Sandy Stewart (Club Secretary, Marketing)

Santa Rosa: Mark Burchell (Office Furniture)

Santa Rosa West: Janet E. Coddling (Club President 2011-12, Classification: Anti-aging);

Chris Parr-Feldman (Sr. Asst. Governor, Membership; District 5130 Membership Chair, District 5130 Yellow/Blue Pages Director, 2011-12 Club Rotarian of the Year, Classification: Publicity Director)

Sebastopol Sunrise: Nancy Wilson (Financial Planning); Julie Kidd (Membership Director, Past President);

Barbara Barney (Small Business Accounting)

Introduction of Guests:

Today's meeting was a very special one for our Club's Youth Exchange students. **Tom Lambert** helped us welcome back Rae Schultz, who returned from Taiwan last week. By all accounts, Rae was an excellent ambassador and, thanks to her interesting blog, "A Year in Taiwan", we could all follow her adventures. Rae will give us a presentation about Taiwan at a future meeting.



With the sweet comes the bitter. Today we also wished Martina Caruso a fond farewell. Martina will return to her home and family in Argentina on August 4. All of us, and the many friends she has made here, will sorely miss Martina. **President Aleia** expressed her personal sadness at seeing Martina go.



Future Programs

July 22nd

Speaker: **Brendon Houston**
Program: A Family in Rhodesia
Host: Mike Long

July 29th

Speaker, Program, Host: TBA

August 5th

Speaker: **Emily Buller**
Program: Red Cross Disaster Preparedness
Host: **Dave Madsen**

August 12th

Location: Offsite at Gabriel Farms
Host: **Torrey Olson**

August 19th

Speaker: John Zanzi
Program: Sebastopol Fire Dept. – CERT Training
Host: **Sarah Gurney**

August 26th

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

Future Events

GOLF TOURNAMENT

Thurs Aug. 4th at Sebastopol Golf Course-See Att.

CLUB PICNIC ! **SUNDAY AUGUST 7TH**

Location: **Bodega Rancho (Harvey's)**
Across the Russian River
from Duncans Mills
Contact: **Bob Cugini**

HAPPY HOUR AT GTO's Seafood House
(3rd Friday of the Month), 234 South Main, Seb.
Friday, August 20th at 5:30 p.m.

Fundraising for EQ, Tsunami Victims
and Recovery in Japan – Nao's Home

Aug. 11th Thurs

Miscellany

NEXT Board Meeting (3rd Wednesdays)

Location: **Mike Long's Office**
7724 Healdsburg Ave, Seb.
Date/Time: **Wednesday July 20th, 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
Not to Edwin Wilson! – You have been warned !

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

Interact Make-Ups (during school)

Analy High: 12:35 Wed. in the Choir Room

Brook Haven: 12:40, 1st & 3rd Thurs., Rm 4
(Check-in @ Front Office first)

Hillcrest: 1:20, Every 3rd Tues., Rm. 6
CALL AHEAD TO CONFIRM MEETINGS

Appleknocker Archive

sebastopolrotary.com/appleknocker.shtml

Sebastopol Rotary Carpool Website

http://budurl.com/f8mk

Announcements

Brian Langermann announced that the signups for Golf Tournament at Sebastopol Golf Course on August 4 are almost complete. There is room for about 10 more people. If you are signed up, bring checks to the meeting on the 22nd or 29th. It's a 1 p.m. tee time with a BBQ to follow.

Happy Hour is at GTO's tonight (3rd Fri of every month) at 5:30.



Lobster Feed Kick-off

Troy McAdams and **Neysa Hinton** have signed on for a second year of coordinating the Lobster Feed, slated for October 15. They want us all to make this an event to remember, and an event that makes our Club and its

new President look good in the community. I believe we will all remember this introduction to the event, especially **Emily Buller** dressed like a lobster and dancing around the room! It's good to see the lobster headbands again. They are a happy reminder of a superb event. Troy and Neysa then announced their committee chairs:

Live Auction: Jackie Moreira

Silent auction: Dan Rasmus

Advance Online Auction: Sean Madison

Facility: Bob Cugini

Ticket Sales: Dorothy Rodella

Food: Pierre Lagourgue, Mike Long, Ken Silveira

Budget, Lobster Costumes, Everything Else: Emily Buller

Corporate Lobster Sponsors: Richard Petersen

A/V Gang

Bar: J.T. Martin

Honorary Rotary member: Bristol Hassler

Advertising: Sean Madison, Chris Dawson, Neysa Hinton

Save the date Postcard: EVENT IS OCTOBER 15

Volunteer Coordination: Jack "No One Slips Through the Cracks" Blasco

400 tickets go on sale first weekend of August.

Tom Dilley received a Sergeant-at-Arms pin from **President Aleia**.





Recognitions...and...FINES



Birthdays:

Kent Seegmiller celebrated his birthday (July 12) AND 30th wedding anniversary in Sedona's Oak Creek Canyon, where it was a balmy 110 degrees. He reconnected with a former student who is faring well in Flagstaff as a radiologist. For this, **Kent** was fined \$10.



Liz Schott got to be sung to as today is her birthday (thanks, **Keller!**). She celebrated last weekend by completing the Avon Walk in San Francisco (39.3 miles over two days) with her daughter and several friends. The event raised \$4.2 million for use in research and treatment in Northern California. Coincidentally, **Neysa Hinton** participated as well, although they didn't see each other in the 2500+ crowd. **Liz** was fined \$10.

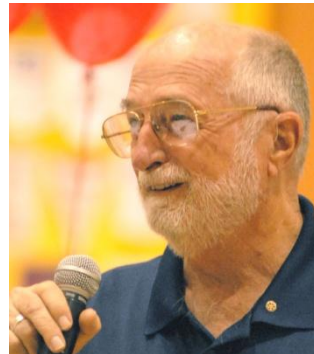
Anniversaries:

Alain and Judy Serkissian June 5
Kent and Joan Seegmiller July 10
Ken and Marilyn McHugh July 14
Sally Glendening July 16

Frank and Kathy Mayhew (July 16) apparently have no plans for their anniversary tomorrow. **Kathy** asked **Frank** if he wanted to join her walking in the Relay for Life at Analay High School tomorrow. Sounded like a date to this scribe. His mumbled response, while not quite audible, must have had a yes in it somewhere. They were fined \$5 each.



Greg and Jackie Gill (July 17) are celebrating by leaving for Cancun tonight, for which he was fined \$5.



Foundation Brag Bucks:

Henry Alker's brag bucks related the 150th anniversary of the Oldest incorporated stock-owned company in the state of CA. He started the company. Grew it in last 30 years. It's Invisible by design. ((Before any readers get confused by Henry—who is obviously not 150—starting a company that long ago: **Henry** is "Sixth-Generation" Chairperson of a family business that was originally called Black Diamond Coal Company (1861). They got out of the coal business back in 1890 or so and eventually changed their name to Southport Land and Commercial Company. Southport, living in a PO Box in Martinez, invests in, develops, and leases commercial properties all over the place. They have this thing about earthquake risk so they deliberately avoid exposure by having a lot of small properties, widely dispersed. (Sounds like a "hardship case" to me.) I'll bet Henry could give us a great talk on his company's business and its history. —Ed.))



Raffle



Something's funny with the raffle. **Torrey Olson** was given four tickets by **Tom Campbell** with which to try his luck. **President Aleia** called three numbers, none of which were held by anyone in the room. The fourth number called was one of the tickets **Torrey** got from **Tom**. **Torrey** spun the new roulette raffle wheel and won...nothing. He landed on the "Sorry!" spot. **Torrey** reports that this is the second time **Tom** has given him raffle tickets and he's been called but gotten nothing. **Tom** should perhaps try handing off his raffle tickets to someone else next time.



PROGRAM



Today's speaker, Mark Burchell, was introduced by **Barbara Beedon**. Mark and his wife, Mel, founded Advent Office Furniture on April 1, 1983, with \$8,000 and a used pickup truck. Adhering to the *4-way test*, they built a successful business that grew to over \$5,000,000 in revenue and employed 18 staff. After 28 years at the helm, they sold their business as part of the first step toward retirement. Fittingly, the sale closed on April 1, 2011.

Mel and Mark have been married for 32 years. Mark was born and raised in Chicago, and is still a Cubs fan. He has been a Rotarian for 24 years, 16 of them with perfect attendance. He is coordinator of District 5130's Rotary Means Business initiative.

As a prelude to telling us about his work with Rotary Means Business, Mark gave us a brief history of Paul Harris, and the genesis of Rotary. Rotary Means Business (RMB) is a natural outshoot of those early days. It supports the success of fellow Rotarians by doing business with them and referring others to them.

The North Bay RMB has been active since mid-2009. It was inspired by the group in Marin County that started meeting in a Rotarian-owned restaurant. The Sonoma County contingent "hovered" around 15 members until meetings started to rotate around to places of business and residences. The group now enjoys attendance of 30-40 at any given meeting. The New Generations club now integrates with RMB at the first meeting of the month. RMB has an active email referral list, a website with a calendar, directory, announcements, and links to other club's sites, and is planning a blog. Social networking on Linked In and Facebook also serves to connect members. The first meeting of each calendar quarter is a business meeting. The other two are networking meetings, which are held at the business or residence of the host. The host presents his/her business for up to 15 minutes and other members can take a shorter amount of time to talk about their businesses. Providing food is at the discretion of host, and payment not required. Make-ups are required by the North Bay group, but not by all.

RMB is a somewhat new concept but it reaches back to the origins of Rotary. It can be an important tool to recruit and retain members. It provides for a business benefit as well as a service benefit.

While the North Bay group meets in Santa Rosa, Sebastopol folks are welcome to attend. RMB members in Santa Rosa are also willing to come to Sebastopol or anywhere else local to help start an RMB affiliate. RMB can be a vehicle for bringing younger members in.

Some useful links to RMB are:

www.RotaryMeansBusiness.org

<http://www.linkedin.com/RotaryMeansBusinessNorCal>

<http://www.facebook.com/RotaryMeansBusinessNorCal>

For more information, Mark's email address is markbiz@sonic.net

In appreciation for his talk, the Club made a donation to Polio Plus on Mark's behalf.



The Closing Bell



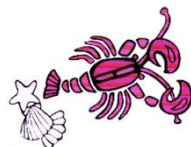
The meeting adjourned at 1:30 to John Fogarty's rousing tune, *"Put Me In Coach."* *Play Ball*, and *God Bless the Giants!*



After the Bell



(Ummm...We got a little confused last week and said that **President Aleia** would "TBA" an Offsite Meeting for the July 29th meeting. Well, as you have already noticed (having jumped right to **Page 2** to see **Future Programs**) the Offsite is on August 12th at Torrey Olson's place. We are all wondering what is to happen on July 29th. –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)

#57: Rotary Volunteers

You can find them working in remote clinics, refugee camps, makeshift hospitals, primitive villages, and in their own communities. They are experts in administration, community development, education, food production, health care, and water and sanitation. They're Rotary Volunteers.

The Rotary volunteers program operates under the umbrella of Vocational Service at the club, district, and international level. Rotarians and non-Rotarians who wish to serve as international volunteers can register with RI World headquarters for inclusion on the Rotary Volunteers International Volunteers List. The Rotary Volunteers International Site List and the Rotary Volunteers Resource List can help volunteers locate their own projects and make arrangements directly with project coordinators.

The Rotary Foundation provides funds to cover air transportation and a modest per diem to registered Rotary Volunteers who are Rotarians, Rotaractors, and qualified Foundation alumni and who have an invitation from a Rotary club in the host country. Volunteers do not receive a salary or honorarium for their services. Rotary Volunteers have shared their expertise in a multitude of humanitarian projects around the world.

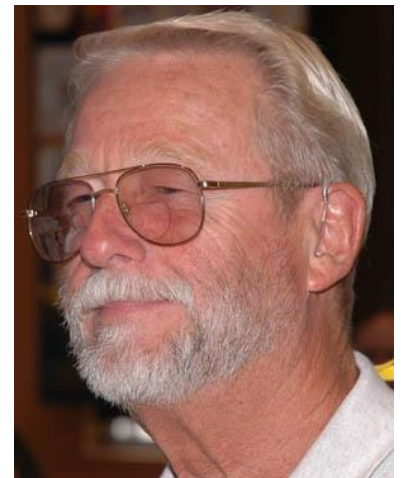


Membership Moment



"My first extended project in our club was as chair of the Vocational Education Awards program. I took over the fledgling program begun the previous year that only involved Analy students and extended it to El Molino. That first year we alternated with a student from Analy one month and then one from El Molino the following month. The next 4 years we had a student each month from both high schools over 8 months. Aside from getting to meet the instructors and students in the Applied Academics and Technology Department from both schools, I soon became aware that the courses these students were taking was much more challenging intellectually from the limited offerings available at my high school many years before. I discovered that these students had equivalent abilities to those who would receive academic honors at graduation and definitely deserved to be recognized for their accomplishments. While some of the students would pursue technical courses at SRJC before seeking full time employment, the majority of the students were heading for 4-year institutions.

The program was started to provide recognition to the outstanding students, and their teachers, taking applied academics and technology classes. The format for recognition has evolved since, but I am proud to have been involved in creating a forum for recognizing their accomplishments." – **Steve Beck**



Annual Post-Debunking Bike Ride

This year, South down Highway 1,
for 4 days and 3 nights.



Photos by Harvey Henningsen, 6-28-2011

Sebastopol Rotary Club

85th Annual

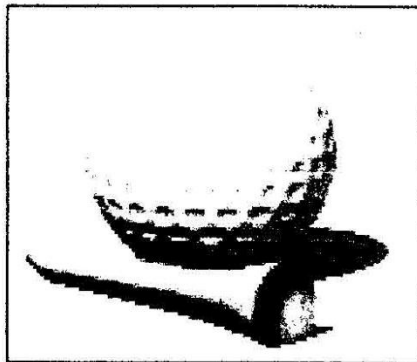
Golf Tournament

Thursday, August 4, 2011

Sebastopol Golf Course

\$75 per person

includes golf, BBQ, and tee prizes



Check-in: 12:00 PM

Shotgun Start: 1:00 PM

Dinner: 6:00 PM

Awards & Raffle

REGISTRATION FORM

Deadline for Registration: Friday, July 29th

No Registration accepted without Entry Fee.

Team Captain: _____

Individual Player: \$75

Non-Player Dinner: \$30

Other Golfers: _____

Checks Payable to: Sebastopol Rotary Club

Bud Daveiro, Chairman

RESCHEDULED

Rotary Picnic

Sunday AUGUST 7

NOON to 5:00 p.m.



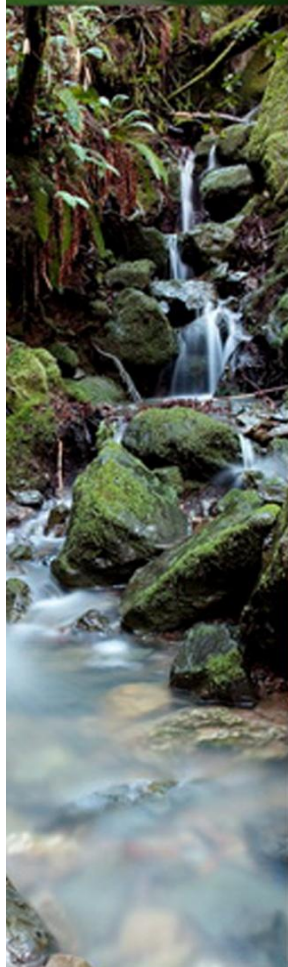


Rotary Picnic

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Sunday AUGUST 7

NOON to 5:00 p.m.



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**

TIME: 1:00 P.M. on

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".

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 airfares. 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**