



Date: July 8th, 2011
Volume: 2011/12—Issue E10-01
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Photography: Chris Dawson, Ken Jacobs
Editor: Tom Boag
Club President 11/12: Aleia Coate



All the News that Fits We Print

Before the Bell

One could not help noticing how many people were in attendance at today's meeting. Could it have something to do with the transfer of **Power** (pun intended)? **President Aleia** was looking particularly regal today in her royal blue dress, awaiting the start of her first official meeting. The suspense was palpable. (Brad Benedetti was busy adding tables. —Ed.)



At the Bell

President Aleia was led into a darkened room by her Board, **Bob Cugini, Mike Long, Edwin Wilson, Jack Blasco, Richard Power, Ron Puccinelli,** and **Chris Dawson**. All sported sunglasses and looked like either the Men in Black or the Blues Brothers, one couldn't be sure which. The flag salute was led by **Jim Pacatte**, **Ted Baggett** led the Star Spangled Banner, and **Gene Nelson** provided the invocation.



Visiting Rotarians & Guests

Visiting Rotarians:

Several members of the Sunrise club were in attendance: Helaine Campbell, Bruce Campbell, Jerry Meshulam, Ken Strunk, Marty Webb, Karen Cauthen, and Linda Sinkay.

Also visiting were: Sandy Stewart (La Quinta), Dick Bishop (Windsor), and Tom Neidecker (Petaluma Valley).

Introduction of Guests:

John Blount's introduced his daughter, stating that, while his wife was not too interested in coming to hear him speak to the Club, he could still count on his daughter to hang on his every word.

Yvette Williams van Aggelen introduced her guest, Robert Jacobs. **Bob Rogers** was accompanied by his wife, Peggy, and **Jerry Warren** escorted his wife, Kay, to the meeting. Linda Sinkay, while not technically a Noon club member,



Future Programs

July 15th

Speaker: Mark Burchell
Program: Rotary Means Business
Host: TBA

July 22nd

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

July 29th

Offsite Meeting: TBA by Aleia this Friday

August 5th

Speaker, Program, Host: TBA

August 12th

Speaker, Program, Host: TBA

August 19th

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



Future Events

GOLF TOURNAMENT

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

CLUB PICNIC !

Rescheduled SUNDAY AUGUST 7TH

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

Contact: Bob Cugini

**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 jcblasco@comcast.net
Not to Edwin Wilson! – You have been warned !

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

Interact Make-Ups (during school)

Anal 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>

brought a guest anyway, Michelle Gimble. **Liz Schott** introduced her son, Augie, who coincidentally has known **President Aleia** since he was a youngster. **Ken Silveira** and **Troy McAdams** both introduced their wives as well.



Announcements

President Aleia fined **Richard** \$5 for such a great year. He got off easy this time!

Bud Daveiro let everyone know that the club golf tournament will be held at the Sebastopol Golf Course on Thursday, August 4. It is a 1pm tee time, with a BBQ after. Participation is limited to the first 40 paid.

Bob Cugini announced that the club picnic is being postponed to August 7. Sign-ups will be available next week.

Our club is hosting Happy Hour at GTOs on the 3rd Friday of every month.

Rotary Day at Races is being hosted by the Petaluma Rotary on August 11. *Today was the last day to register and pay Jack.*

New inserts for Directories were available at the front of the room.



Recognitions...and...FINES



Birthdays:

Pierre Lagourgue – June 26

Linda Collins – July 5th

Anniversaries:

Harry Polley – 45 years

Ron Puccinelli – 40 years

Mike Ferguson begged off answering all questions. He asked to be queried after the fact.

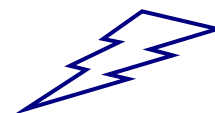
Upon reflection, he reported that he and Carlene have been married 18 years and had a wonderful lunch at Catelli's in Geyserville.



Troy McAdams – 6 years of "marital bliss"



Disruption



At this point, **Jack Blasco** noisily interrupted the meeting, noticing the Official Rotary Bell missing, and that a cow bell was inadequately taking its place. **Jack** pointed out to **President Aleia** that her obligation to protect the bell had lapsed.

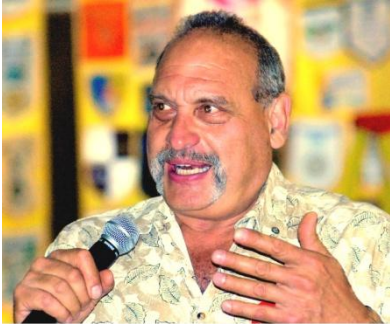
More Recognition and Fines:

President Aleia reported that while browsing the magazine racks she came across a cover of Sports Illustrated with **Mike Long** on the cover. **Mike** was the #1 fisherman at a recent tournament in Mexico, for which he was fined.

Mike helpfully noted that the **Sergeant at Arms** is in charge of protecting the bell.



Reports



Bob Hirsch reported on his motorcycle trip to the conference in New Orleans which raised over \$3500 for the Polio campaign. Special elements of his trip included: our club having large numbers of people in attendance; having **John Blount** holding a prestigious position in the Rotary organization; the group that became **Bob's** riding 'family'; a Polio survivor was among the riders. Bob went to at least 20-25 clubs in the district while on his trip and is still accepting donations.

While on a trip to Mexico, **Bob Rogers** gave the Puerto Vallarta club a check for \$3500 for computers at a school built by our club and the PV club. **Bob** shared a photo of a mural that depicts life in Mexico and life in Sebastopol.

Jerry Warren was in Alaska for 2 weeks and shared a stunning photo of Denali, and a funny photo of two bears enjoying the river's edge. **Jerry** presented **President Aleia** with a musher's hat and note pad.



Chris Dawson missed the debunking because he was attending his daughter's graduation from University of Oregon. **Chris** was **Director for Club Service**, and got his pin, but was fined \$20.



Raffle



Ken Silveira took a turn on new raffle game, a Rotary wheel, where everyone's a winner. Landing on the Rotary icon wins you the jackpot. **Ken** won \$15.



PROGRAM



Paul Thielen introduced our speaker, **John Blount**.

Paul reported that he is glad to have his friend back to hang out with after two years in Evanston. A fantastic movie was then shown (which explained the darkened room and floodlights) extolling **John's** accomplishments, and highlighting the adverse affect of all of his travel on the family dog. The movie will be posted on the website for repeat viewings.

(**Ken Jacobs** sent a link for you to try. Note that vimeo is safe – Ed.)

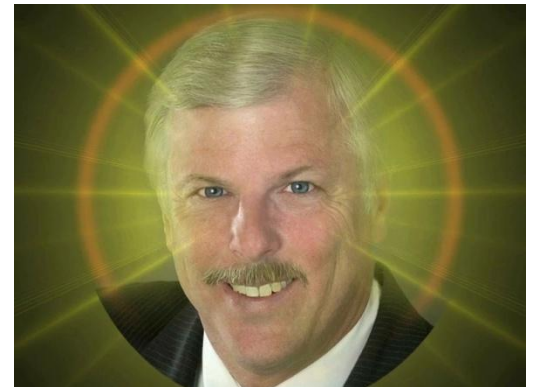
John Blount Intro video: <http://vimeo.com/26166514>

John complimented the software used in making the movie, then reminded the room that Rotary is "you folks".

He remembered that he has spoken at the first meeting of Sebastopol Rotary for the past 3 years. He said that it is great to be back in Sebastopol having spent lots of time in airports and giving speeches around the world on leadership and motivation, his story, our story, around the world.

John's assessment of the State of the Union of Rotary reminds him of the wit and wisdom of Dan Quayle: "We're on an irreversible course, but that can fail." The last 106 years of Rotary have been like that. Rotary is monolithic, corporate, conservative, and moves slowly.

But, Rotary has changed when it's had to: during the 1930s, Rotary clubs in the U.S. got together to promote Easter Seals. After WWII, it joined together to focus on World Peace. UNICEF started at a Rotary conference in England. Prior to the mid-1980s, Rotary was basically a fraternity. With the Supreme Court's urging, it integrated, and 30% of membership today is women. Rotary has addressed Polio using a corporate structure to eliminate the disease; only the 2nd disease to be globally eliminated in history.



Welcome home John & Patti.

Change is accelerating in Rotary. Rotary is about to end Polio. It has defined us for 25 years. What's next after total elimination?

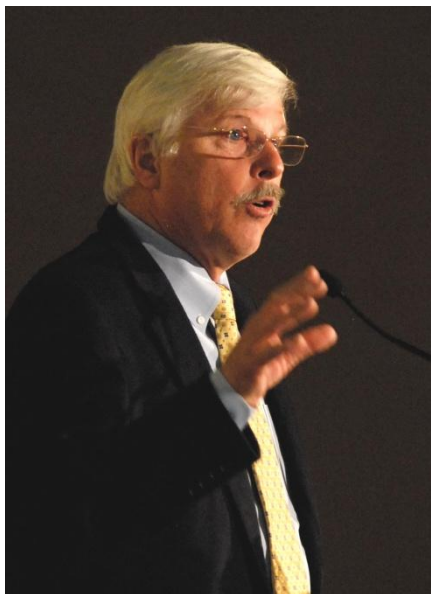
There needs to be a leadership transition. The leaders are older. Who is going to replace them? What is the next thing you tell people Rotary is about?

This is a time of change for membership. Membership has slowed. Growth is flat in North America and England. England no longer trying to change clubs, they're starting new ones that are younger and dual-gender. This is a test-case-to-see-how-to-control-image campaign. There is some growth in South Asia, India, Korea, Taiwan, Eastern Europe, and Rotary is in conversation with China and Vietnam about expanding Rotary into those countries. Some impediments exist, but their entry into the organization could represent substantial growth.

There has been a change in the type of people who come into Rotary. It is not as easy to identify who owns/manages businesses anymore. Corporate America is not Main Street. Sebastopol is a bit of an anachronism that way, but the large metropolitan areas around the world have changed.

San Francisco and Los Angeles are doing pretty well with membership, and Seattle is thriving, New York and Boston are dying.

The General Secretary position is moving toward being a CEO vs. COO. There is a stable corporate environment with new General Secretary John Hewko, who is a very successful lawyer from Chicago. He is the right person for the job, and was chosen from a highly-qualified pool of candidates.



Finances and communication are behind in efficiency and effectiveness. Parts of the Strategic Plan address these issues.

What are our guides in these times of change?

- Diversity and wide-ranging club membership.
- Having the movers and shakers in the room.

The Strategic Plan adopted two years ago has three simple goals:

- 1) Do whatever is needed to make clubs thrive.
- 2) Quit doing 19 programs. Focus service on youth + six other areas of international service
- 3) Improve our public image – 25 years ago we thought that talking about ourselves cheapened what we did. Now we know that not crafting position makes the public craft it for you. Rotary is putting substantial resources toward this.

There is also a regionalization of branding underway, just like in corporations.

Our five core values of friendship/fellowship/relationship, leadership, diversity, integrity, and service have nothing to do with food. Meetings don't have to happen around food. Clubs, in order to survive and thrive, have changed when they meet, where they meet, and, even, if they meet.

Satchel Paige once said, "It's OK to look back, just don't stare." **John** says that looking back, life in Sebastopol Rotary has been delightful.

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



Then **President Aleia** charged **John** \$5 for not wearing a badge! Some welcome home!



The Closing Bell



The meeting adjourned at 1:30. (Details to follow... -Ed.)



After the Bell



Seen on



Happiness for you, **Aleia**...

Aren't you married to **Rotary** for a year?



Have you seen the following somewhere else in this AK?

MAKEUP NOTIFICATIONS – Send to
JOHN BLASCO at jcblasco@comcast.net
Not to Edwin Wilson! – *You have been warned*

(Here are a couple more links for videos from **Ken Jacobs**. –Ed.)

President Richard's Debunking: <http://vimeo.com/25611488>

2010-2011 Retrospective shown at Debunking: <http://vimeo.com/26291102>

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)

#56: Rotary Community Corps

One of the programs in Rotary's panoply of worldwide service activities and projects is the Rotary Community Corps. Formerly known as Rotary Village Corps (or Rotary Community Service Corps in urban areas), this form of grassroots self-help service was initiated by RI President M.A.T. Caparas in 1986 as a means of improving the quality of life in villages, neighborhoods, and communities. The program is built on the premise that there is frequently an abundance of available labor in an area but no process for mobilizing men and women to conduct useful projects of community improvement.

A Rotary Community Corps is a Rotary club-sponsored group of non-Rotarians who want to help their own community by conducting service projects. Rotarians provide professional expertise, guidance, encouragement, organizational structure, and some of the material assistance for the Rotary Community corps, whose members contribute the manpower and knowledge of community needs to help their own community. Thus, the Rotary Community Corps is another way for Rotarians to serve in places of great need.



SEBASTOPOL ROTARY CLUB

Member Profile

David Pittman – Badge No. 93



Classification

Real Estate Loans

Joined Rotary

2008

Sponsor

Tom Dilley

Educational Background: San Diego State University – Majored in Sociology and Psychology, Licensed in California as Real Estate and Mortgage Loan Originator

Personal Background and Employment: Born in Durant, Oklahoma in 1945, I lived my childhood in the South, Georgia, Tennessee, South Carolina with a brief (1.5 years) in Indiana. I began college in South Carolina at Clemson College then transferred to University of South Carolina. I joined the Air Force in 1964 and was discharged in 1968. I moved to San Diego, CA, in 1970 where my daughter was born in 1971. I worked in construction in San Diego County for 7 years and then moved to the mountains west of Santa Fe, New Mexico, and built and sold 2 "spec" houses. I moved to Sonoma County in 1982. Soon after settling here I met and married Marinell, my wife of 28 years. We have 4 grown children and 5 grandchildren, ages 23 to 3½.

Personal Interests & Hobbies: Rotary is my favorite interest. Second would be gardening. I love to grow things, especially bamboo.

Employment Background: Carpentry, Building and Construction Management; PG&E – Designing electric utility systems; Mortgage loan originator.

Rotary Leadership Positions: Currently chair of the Facebook Committee and co-chairing the Green Committee, Member of Program Speaker Committee.

What Rotary Means to You: Rotary gives me an opportunity to become connected with my community; meet and become friends with extraordinary members of this community; and, directly and indirectly, contribute to improving the world in ways beyond my wildest dreams. I enjoy working to maintain the vitality and joyfulness of our club.

Favorite Rotary Service Project: Club and Community Service. I have participated in the Rebuilding Together Program every year and this is a great opportunity to get to know other Rotarians and help a community member.

Who have you sponsored as a Rotary Member? None yet.



Sebastopol Rotary Club

85th Annual

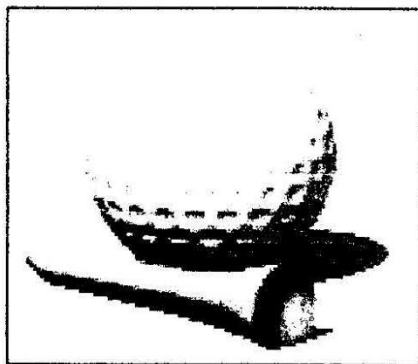
Golf Tournament

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.

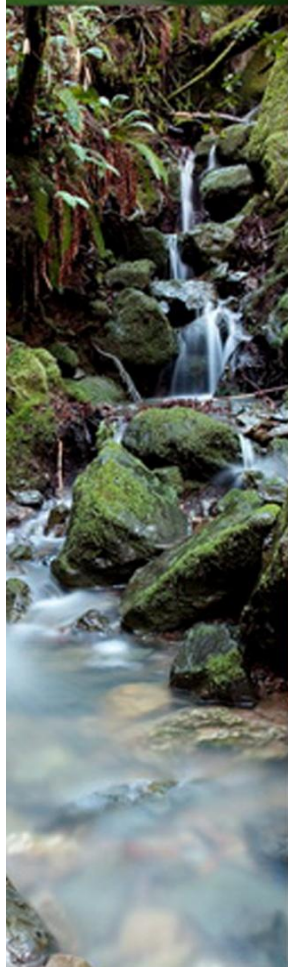




Rotary Picnic

S **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**