



The Appleknocker

Sebastopol Rotary Club's Weekly Bulletin

Ellen Maremont Silver – How to be Red Cross Ready



Date: June 29th, 2012
Volume: 2011/12—Issue E10-49
Scribe: Dorothy Rodella
Photography: Richard Power, hh
Editor: Tom Boag
Club President 2011/2012: Aleia Coate



"All the News that Fits We Print"



Before the Bell



11:56 Where is everybody?!! Sparse room with about 25 of us present; Oh wait! **President Aleia** has entered her Queendom! However she will not be running what should have been her truly last meeting [She's been Debunked! –Ed.]. She is looking relaxed and stunning today!

Linda Collins is looking adorable with her new haircut.

The projector screen is MIA.....looks like **Aleia** is not the only one looking for respite. Rumblings about maybe it is in storage shed? But being Rotarians the show will go on and the projector screen will just have to be the lovely brown or is that beige wall.

Your **Humble Scribe** is "not" sitting at the reception table nagging you for ticket \$ hooray! And I am actually sitting at a table....I like the view from here.

Soon to be President Edwin is heard remarking "Not my problem till midnight June 30th".

Rick Wilson is enthusiastically greeting members (I suspect he wakes up happy.).



At the Bell



Past President Mike Ferguson (92'-93'), looking very dapper, commences the meeting @ 12:17 by tapping on a wine bottle (The bell, of course, is also MIA). He informs us that this is the 4,375th (+/-) meeting of our 87-year old club (established in 1925). He reminisced about the view from the podium in his day when there was a window on the back wall and that we had a smoking table.

David Still led us in the Flag Salute. **Karen Daniels** and **Keller McDonald** led us in song, and **Larry Ford** graced with a Yoda-ism "There is no trying. There is only do or don't do".



Visiting Rotarians and Guests



Jack Blasco introduced visiting Rotarian Noel Owen; the ever present Dan Bornstein, Dentist from Santa Rosa; and, from the Sebastopol Rotary Sunrise club, Dave Woodruff, Restaurateur.

Future Programs

Speaker: John Schubert
Program: Redside Magnesite Mines and Railroads
Host: Mike Ferguson

Future Events

Rotary Club of Santa Rosa **Giro Bello Rides**
July 7, 2012

Sebastopol Rotary Club
86th Annual
GOLF Tournament
Thursday, August 16, 2012
Sebastopol Golf course
\$ 75 per person
Includes golf, BBQ, and tee prizes
See Bud Daveiro
and attached application

Miscellany

Next Board Meeting (Incoming Board)

Location: Sebastopol Senior Center
Date/Time: Wednesday July 18th, 5:30 p.m.
(It is still the 3rd Wednesday of the month.)

Web Site for Make-Up Locations
www.rotary5130.org/meeting_locations.shtml

MAKEUP NOTIFICATIONS – Send to JOHN BLASCO at
icblasco@comcast.net

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

Interact Make-Ups

Analy High: 12:35 Wed. In the Choir Room
Brook Haven: 12:40, 1st & 3rd Thurs., Rm. 4
(Check-in @ Front Office first)
Hillcrest: 12:20, Every 3rd Tues., Rm. 6
CALL AHEAD TO CONFIRM MEETINGS

Guests of the club: **Kent Seegmiller** introduced Robyn Bramhall & Ellen Maremont Silver, our speaker, Regional Communications Director with the American Red Cross. **Richard Power** introduced David Bannister, Executive Director of the Laguna Foundation.



Steve Beck introduced Maurine Doerken.

Edwin Wilson introduced Frank Hamilton and **Bill Lippert** introduced his **Charlie** and their daughter Yvette from Yakima, Washington. Yvette is here to celebrate her 10th High School Reunion.



Announcements

Laguna Foundation Update



David Bannister thanked the club for our Community grants. The grants allowed the foundation to publish some brochures that include hiking and kayaking. They also purchased a windmill which allows them to aerate the ponds. He informed the group that the facility is available for rent and invited us out to visit. Docent tours are the 3rd Saturday of every month.

Debunking – In case you missed the Debunking. Congratulations to award winners!

Harry Polley, a true Rotarian who was awarded Heart of Rotary.

Rookie Rotarian of the Year – **Rick Wilson**.

Rotarians of the Year – **Troy McAdams & Mike Long**



Recognitions and Fines



Past President Mike definitely did his best to hand out final fines for the 2011-2012 Rotary Year; but alas most of the individuals selected for special recognitions were not in attendance. However some of the lucky individuals included:



Happy Birthday **Mark Stevens**! Treated well and had a nice time in Cape Cod \$35.00

Empty Nester **Katy Spyrka** – Andy is off to college and today is her Wedding Anniversary. Something about an unauthorized party while she and Scott were out of town. But not to worry Wonder Woman, aka **Jackie Moreira**, crashed the party and *called the Po-Po.....* A good time was had by all. \$35.00

Patti Blount has been missing her **John**! All those long lonely weekends. \$25.00



3% x 10 = Peroxide treatment for **Guenter Meiburg** resulted in his very interesting hair color. He fits in nicely in Sebastopol. \$70 (**Aleia** and **Dorothy** seemed to enjoy.)



Tom Boag – Date with Past President Mike's lovely wife, Carlene, who pronounced **Tom** as nice, intelligent and knows everything! \$25 [Yup! -Ed.]

Buenos tardes **Mario Ramos**! Next month he will be attending his 45th Reunion in his home Country Northern Puerto Vallarta, Mexico. He so *looking good* for an old guy! \$30

Past President Mike, needing to burn some daylight, announced a “random” no-fine call for anyone in the room.

Grand Poobah John Blount, having been speaking at Lake Havasu City last Friday, was the lucky winner of their raffle \$875! He donated it all to the Sebastopol Rotary Education Foundation. Thank you John! Lucky, lucky, lucky! A win and you get to come home to your beautiful **Patti** !



Free Community Announcements



Greg Jacobs – Wednesday; July 4th Free Music @ Ives Park @ 11:00. Sebastopol Community Bank will be playing.

Dan Bornstein – Bike Race; Saturday July 7, 2012 (Details at the end of this Apple Knocker).

Nao Noguchi – Reasonable interest will be charged for Past-Due IOU fines.

Liz Schott – Avon Walk weekend of July 7th. She is walking to honor her 94-year old mother who survived cancer 50-years ago.

Mike Long – Reported that he and his **posse** traveled to Weaverville and crashed Jeff Boal's Debunking. Jeff was a long time Sebastopol Rotarian who brought the Learn to Swim initiative to us.

Pete Hill – Go University of Arizona and S. F. Giants!!

Ken Jacobs – Attempted to quote some random Rotary article about **Mike** running the meeting. Denied!

Sara Gurney – Looking uber casual – Invited everyone to the Library's celebration @ 11:00 on Saturday; June 30th. The Community Bank will be playing. Or join her at City Walk.



The Raffle

Pierre Lagourgue pulled the winning ticket and won \$25 !



The Program – Ellen Maremont Silver – How to be Red Cross Ready



Ellen is the Regional Communication Director for the American Red Cross, California Northwest Region. She has worked in marketing and communications for more than 25 years, in high technology, social services, and the arts. She has worked for the regional American Red Cross for the past nine years.

Are you prepared?! Three actions all of us should take:

1. Get a Kit – At a minimum, have the basic supplies. Consider the needs of all family members and add supplies to your kit. Additional supplies to keep at home or in your kit based on the types of disasters common to your area.

2. Make a Plan – Plan what to do in case you are separated during the emergency. Plan what to do if you have to evacuate.

3. Be Informed – Learn what disasters or emergencies may occur in your area.

Rotate your emergency food supplies every 6-months. Make sure to stock food you are going to like! Remember it is an emergency and you will want to eat something other than, say, canned beans. Also don't forget your pets. Water of course, tools and supplies (Try a wind-up radio – Some have the ability to "charge" your cell phone, flashlight). A first aid kit; your medications and don't forget a manual can-opener.

More information can be found at American Red Cross' Sonoma-Mendocino website, www.arccsm.org, and at Sebastopol Hardware, www.sebastopolhardware.com/, who has partnered with the Red Cross and published a checklist.



The Closing Bell

Past President Mike Ferguson thanked Ellen and presented her with a... bottle of wine.

Since he gave away his bell prop (the bottle of wine) he called the meeting adjourned.



After The Bell

Not often making mistakes, **-Ed.** admits that he got the dates for last week's meeting and the Debunking of **Aleia Coate** wrong. The dates should have been June 22nd and 23rd... but you knew that.

President Elect Edwin Wilson, in one of his first **OFFICIAL PROCLAMATIONS**, states that he will be using ClubRunner for birthday and anniversary dates. "If they are incorrect in the database, it could lead to double fines – once for the incorrect date and again for the correct one! Therefore, I would highly recommend that members double-check their membership profiles."

[He adds, in imperious tone: "Notice of Confidentiality: This e-mail, and any attachments thereto, is intended only for use by the addressee(s) named herein and may contain legally privileged and/or confidential information. If you are not the intended recipient of this e-mail, you are hereby notified that any dissemination, distribution, or copying of this e-mail, and any attachments thereto, is strictly prohibited. If you have received this e-mail in error, please notify me by e-mail (by replying to this message) or telephone and permanently delete the original and any copy of any e-mail and any printout thereof. Thank you for your cooperation with respect to this matter." Friendly guy! –Ed.]

PLEASE CONSIDER SIGNING UP TO BE AN APPLEKNOCKER SCRIBE OR PHOTOGRAPHER
SEE LIST LATER IN THIS APPLEKNOCKER. See hh or –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)

#23: Exchange of Club Banners

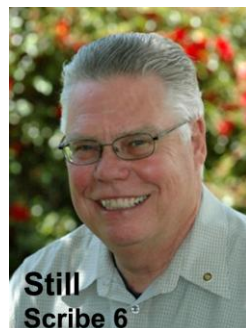
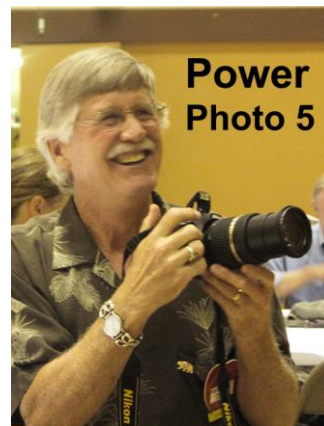
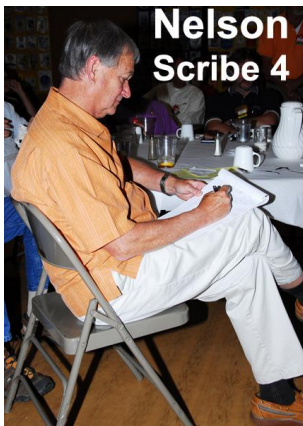
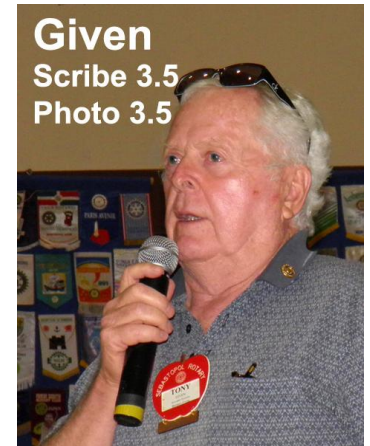
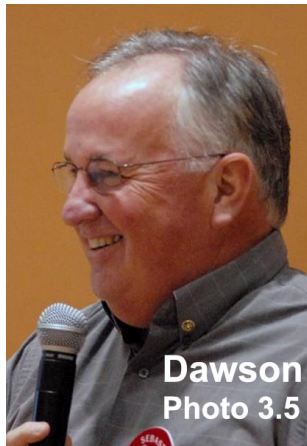
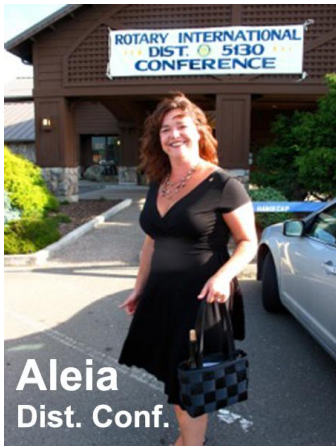
One of the colorful traditions of many Rotary clubs is the exchange of small banners, flags, or pennants. Rotarians traveling to distant locations often take banners to exchange at "make up" meetings as a token of friendship. Many clubs use the decorative banners they have received for attractive displays at club meetings and district events.

The Rotary International board recognized the growing popularity of the banner exchange back in 1959 and suggested that those clubs that participate in such exchanges give careful thought to the design of their banners in order that they are distinctive and expressive of the community and country of which the club is a part. It is recommended that banners include pictures, slogans, or designs that portray the territorial area of the club.

The board was also mindful of the financial burden such exchanges may impose upon some clubs, especially in popular areas where many visitors make up and request to exchange. In all instances, clubs are cautioned to exercise discretion and moderation in the exchange of banners in order that the financial obligations do not interfere with the basic service activities of the club.

Exchanging club banners is a very pleasant custom, especially when a creative and artistic banner tells an interesting story of community pride. The exchange of banners is a significant tradition of Rotary and serves as a tangible symbol of our international fellowship.

AppleKnocker Scribes, Roto-Photo-Shooters, & Editors Jan 6 – June 29, 2012



Many thanks for your contributions to the Sebastopol Rotary AppleKnocker Newsletter.

Key: "Photo 3.5 means Chris was Photographer 3.5 times (sharing one of the times).

Sebastopol Rotary AppleKnocker Scribes & Photographers 2012-2013

- list_120701.xlsx

Month	Year	Scribe	Photographer
July	2012	Mike Carey	David Schreibman
August	2012	Mel Davis	(Need Sign-up)
September	2012	(Need Sign-up)	Jack Dunlap
October	2012	(Need Sign-up)	Tony Given
November	2012	Liz Schott	Larry Ford
December	2012	Rollie Atkinson	Les Crawford
January	2013	David Still	Jerry Warren
February	2013	Harvey Henningsen	(Need Sign-up)
March	2013	(Need Sign-up)	Richard Power
April	2013	(Need Sign-up)	(Need Sign-up)
May	2013	Tony Given	(Need Sign-up)
June	2013	(Need Sign-up)	(Need Sign-up)
Substitute	2012-2013	Keller McDonald	(Need Sign-up)
Substitute	2012-2013	Tom Campbell	(Need Sign-up)
Substitute	2012-2013	Vikki Patiño	(Need Sign-up)
Substitute	2012-2013	(Need Sign-up)	(Need Sign-up)
Substitute	2012-2013	(Need Sign-up)	(Need Sign-up)

Your commitment to assist as an AppleKnocker Scribe or Photographer is greatly appreciated and helps maintain a long tradition of no missed editions. The Editor does work to a deadline and the objective is to publish the completed AppleKnocker newsletter by Wednesday Morning - whatever it takes. For this reason, it is important for Scribes and Photographers to get their material to the Editor by Monday morning, latest - and to inform the editor of any anticipated delay. Scribe notes (.doc or .txt format) and digital photos (medium resolution please, around 500 KiloByte .jpg files or larger if possible) may be sent to the Editor as an email attachment or via his "dropbox" (even large folders of files) at <https://dropbox.yousendit.com/TRBoag-Dropbox> .

Thank you for your commitment and contribution to our team effort, Tom Boag, Editor, Co-Chair, and Harvey Henningsen, Coordinator and Co-Chair

Note that commitment is for all scheduled meetings and special events of listed month. If a scheduled Scribe or Photographer cannot make a meeting for any reason then it is their responsibility to secure a substitute from either the above list or someone else suggested by Harvey Henningsen. Please inform Harvey Henningsen (hhartist@sonic.net) AND Tom Boag (TRBoag@aol.com) in advance of meeting.

2012 Rotary AK Survey Response_120702-Summary-Ed_1207022231.xlsx

(67 Responses or ~58 % of club.)

Count Pcnt/67

(Data from survey by 2012-2013 President Edwin Wilson, transcribed by Diana Wilson, Summarized by -Ed.)

Read AK?	Yes	67	100%
	No	0	0%

How Often?	Weekly	52	78%
	Monthly	13	19%

Which Sections?	Record	52	78%
	Membership	56	84%
	ABC	29	43%
	Old	32	48%
	Moments	55	82%
	Future	60	90%

Length?	Too Long	8	12%
	Sometimes	2	3%
	Too Short	0	0%
	Just Right	53	79%
Version?	pdf	59	88%
	printed	0	0%

Past Editions?	Yes	30	45%
	Rarely	2	3%
	Seldom	1	1%
	Almost Never	2	3%
	No	25	37%

Why? (last Editions)	Back Dates	1	1%
	Enjoyment	1	1%
	Future Activities	2	3%
	Get Facts	1	1%
	History/Culture	1	1%
	Info	4	6%
	Missed Mtg	3	4%
	Past Info	1	1%
	Photos/Names	1	1%
	Program	1	1%
	Read 2-3X MO	1	1%
	Read More Slowly	2	3%
	Research	1	1%
	Sometimes	1	1%
	Speakers	3	4%
	Varies	1	1%

Suggestions:

Be more content oriented.

Like it.

It is good, award winning.

It is a great publication.

I miss Membership list on back page.

Looks good by needs more gossip.

Thank you.

I think it's great.

Archive all past issues as was done in the past.

Video.

Make a hard copy reference edition as backup to internet archive.

Allow for variation in format.

Very Good.

Read without downloading.

None it is perfect.

Periodic update on what's happening at other Sonoma County Rotary clubs & listings of their events.

Older issues on line like before.

It is great.

None like the photos

Check out the morning clubs.

Shorten the fine birthday coverage.

Post a link on FB, link to webpage is great.

Wonderful document for our club.

It could be printed with gold dust.

Other clubs record meetings on disk might make scribing easier.

Brevity.

Responses -Ed.

? I guess this means less story telling and more facts. Each Scribe and Roto-Photo-Shooter (hh) has different style and that is encouraged.

Thanks

Thanks

Thanks

Old Issues used to have this. Changes slowly - Possibly publish when it is changed, or monthly, or quarterly?

Tell us more !

Thanks

Thanks

We're working on this. Previously shown issues (old Sonic Website) have been preserved (.pdf). A place in ClubRunner is reserved. **Need assistance from someone to load into CR.**

Our next hobby ! We'll leave to the A/V Team.

We have been looking into this and commercial printed book-style "scrapbooks". A year would be some 400 pages which is too large. Considering a half page format? Additionally **we are trying to promote a project to digitize all (existing) AK copies (many years) and put all on DVD copies to spread around. Looking into the technical details with Sonoma County Historical Society. Would you like to help out?**

-Ed. assembles the AK in Microsoft Word and likes that for flexible format. -Ed. sees this as a historical precedent - maintaining name "AppleKnocker", apple blossoms, apple headers, certain sections in standard places, order. -Ed. has evaluated fixed format (as in CR) newsletter systems (pictures always in the same place) and does not like that rigidity. Downside of Word is that it is more complex... **Harder to find a co-editor.**

Thanks

The objective of publishing as a .pdf file (Adobe Reader) is to make the AK readable on most any type of computer (PC or Mac), to "lock" the content in place, and to permit graphics/photos. Inserting directly into an email would be difficult for many types of email programs to show.

Thanks

This is a great idea and is done on member request - usually with President direction. It will take time to survey all the other nearby clubs. **Maybe a volunteer sub-editor will step forward?** (See above: "We're working on this. Prev...")

Thanks

Assume writer means "None, I like the photos"

Assume this is suggestion to look at the Sunrise club's newsletter. -Ed. is a subscriber to Sunrise' newsletter (as Jim Goodenough is of ours). They have a similar but different format but it is similar in length and use of photos to ours.

This is a lot of work for the Scribe but has been required by Presidents. It is part of our culture and, of course, is related to what is going on with members... **and gossip. Yea!**

-Ed. is a reluctant FB user (privacy issues) but he would be **happy to work with David Pittman or other FB aficionado.**

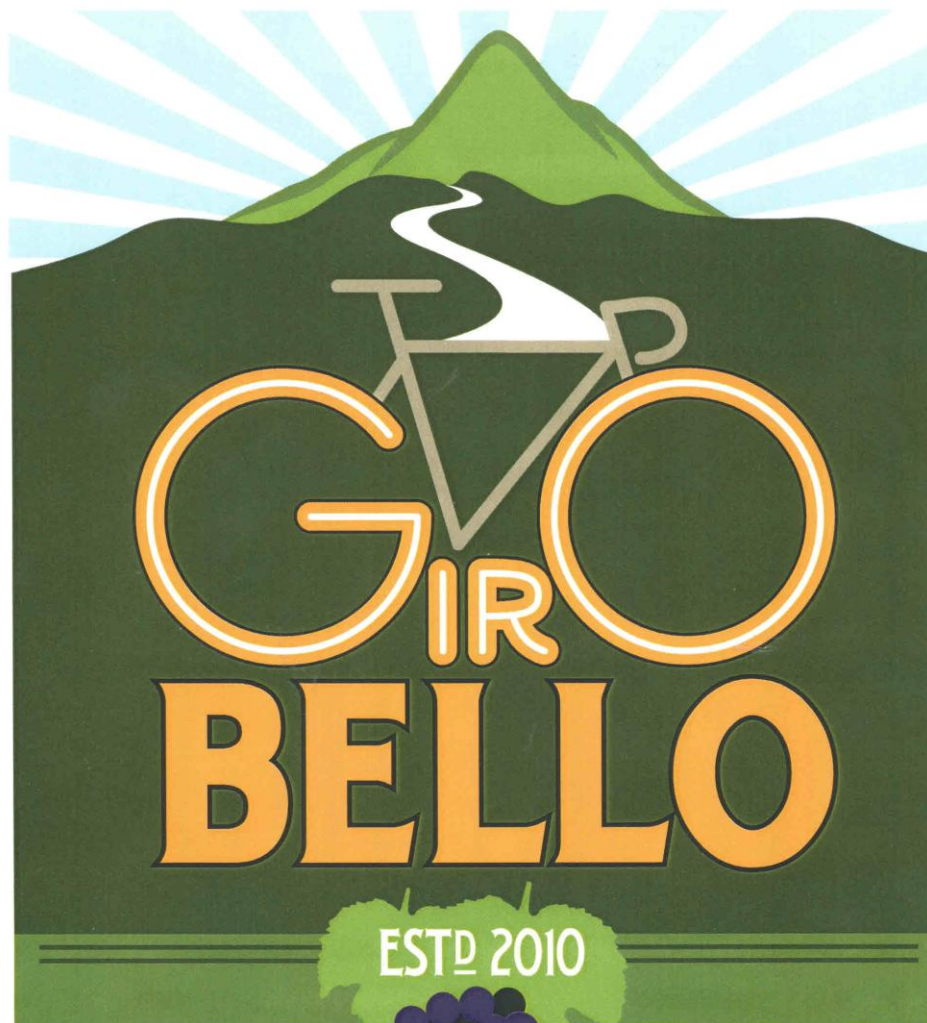
Thanks

We're looking into budgeting gold dust.

Seb Sunrise records full program on DVD, then transcribes the whole thing for words. Photos are taken separately. -Ed. will discuss with A/V Team.

-Ed. is not known for brevity... see -Ed.'s Rookie Sketch write-up by previous editor.

Benefit for The Rotary Club of Santa Rosa... JULY 7, 2012



3 BEAUTIFUL RIDES

CENTURY: 102.2 MI.

METRIC CENTURY: 68.2 MI.

FUN RIDE: 29.2 MI.

BENEFIT FOR
THE ROTARY CLUB

of
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SATURDAY
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art. 26

Sebastopol Rotary Club

86th Annual

Golf Tournament

Thursday, August 16, 2012

Sebastopol Golf Course

\$75 per person (includes golf, BBQ, and tee prizes)



Check-in: 12:00 PM

Shotgun Start: 1:00 PM

Dinner: 5:30 PM

Awards & Raffle

REGISTRATION FORM

Deadline for Registration: Friday, August 10th

No Registration accepted without Entry Fee.

Team Captain: _____

Individual Player: \$75

Non-Player Dinner: \$30

Other Golfers: _____

Checks Payable to: Sebastopol Rotary Club



ROTARY INTERNATIONAL

JOHN P. HEWKO
General Secretary
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FAX 1.847.556-2198
john.hewko@rotary.org

2 July 2012

Dear Governor

In a recent opinion piece, UN Secretary-General Ban Ki-moon warned of the global polio threat: "Wild viruses and wildfires have two things in common. If neglected, they can spread out of control. If handled properly, they can be stamped out for good. Today, the flame of polio is near extinction — but sparks in three countries threaten to ignite a global blaze. Now is the moment to act." Rotarians have been acting to stamp out polio for the last 26 years, but our work is not yet done.

Please note the recent developments in the fight against polio which highlight the need for urgent action:

- At their May meeting, The World Health Assembly (WHA) declared the completion of polio eradication a programmatic emergency for global public health. In total, 35 member states spoke to offer their strong support to the resolution, many highlighting the feasibility and opportunity of eradication in the near-term, but expressing concern at the ongoing funding gap that is threatening success.
- The Trustees of The Rotary Foundation recently reaffirmed that polio eradication is the most urgent priority of the organization, and emphasized that Rotary's continued commitment is critical until the disease is eradicated.
- The current funding gap remains a threat. At their March 2012 meeting, the Trustees agreed to continue the match currently provided to PolioPlus contributions (US\$0.50 from the World Fund for every US\$1.00 DDF) as an incentive for districts to contribute DDF and agreed that the available World Fund match will be applied on a first come/first served basis and capped at US\$3.5 million annually for the next five fiscal years.
- Recent media coverage reinforces the message that polio is an urgent public health matter. Rotary has enhanced its communications efforts and many of the articles in the links below highlight the role that Rotarians are playing at this crucial stage in the effort. We encourage you to get involved in sharing the news with Rotarians in your district and in your communities:

Reuters AlertNet (Megan Rowling) - May 24, 2012
<http://www.trust.org/alertnet/news/global-emergency-plan-launched-to-eradicate-polio>

BBC News - May 24, 2012
<http://www.bbc.co.uk/news/health-18186393>

The Atlantic - May 29, 2012
<http://www.theatlantic.com/international/archive/2012/05/why-polio-just-became-a-global-health-crisis-and-a-global-governance-crisis/257761/>



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Bud Daveiro, Chairman

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Vatican Radio - May 24, 2012
<http://www.oeumene.radiovaticana.org/en1/Articolo.asp?c=590631>

Forbes - May 26, 2012 <http://www.forbes.com/sites/matthewherper/2012/05/26/how-polio-can-be-a-global-emergency-when-cases-are-at-an-all-time-low/>

The Washington Post - June 14, 2012 http://www.washingtonpost.com/opinions/the-polio-endgame/2012/06/14/gJQAEftTdV_story.html

Rotarians successfully met Rotary's US\$200 Million Challenge. But the goal of a polio-free world has not yet been reached and funds are still needed. You are instrumental in encouraging your district to continue fundraising for PolioPlus and educating local communities that the job is not yet done. Activities such as sharing PolioPlus media coverage with club and district officers keep the subject on people's minds. Rotarians played an important role in stopping polio transmission in India and we will do the same in the remaining three endemic countries: Afghanistan, Pakistan and Nigeria. Please join us by working in your clubs and districts to highlight the goal of a polio-free world. We stand on the threshold of this historic achievement, and together we can extinguish the polio flame once and for all.

With best regards,

John Hewko

John Hewko
General Secretary, The Rotary Foundation of Rotary International