



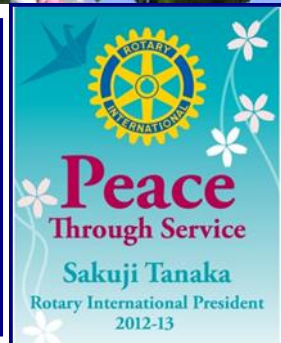
# *The Appleknocker*

## *Sebastopol Rotary Club's Weekly Bulletin*

### **Danielle Seperes-Geysers Geothermal Energy**



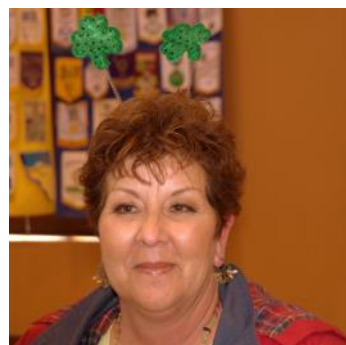
**Date:** March 15, 2013  
**Volume:** 2012/13—Issue E11-34  
**Scribe:** Mike Carey  
**Photography:** Richard Power/HH  
**Editor:** Jack Dunlap/Tom Boag  
**Club President 2012/2013:** Edwin Wilson



*"All the News that Fits We Print"*



### **Before the Bell**



There was a wee bit of St. Patrick's Day celebrating, with a few members wearing the green. Ace photog **Richard Power** caught up with a suitably attired **Linda Collins**.



### **At the Bell**



**Katy Spyrka** led the flag salute, followed by the opening song, "God Bless America!!!", led by **Keller McDonald** (the three exclamation points are meant to highlight **Keller's** ever-present enthusiasm).

There was only one question for **Keller**, after the fact: **Gene Nelson's** inquiry, "What, no Irish song?".

**Tom Ferrell** was asked to lead the group in the Rotary moment/blessing. But first he had to answer the question, "What do you think of the new pope?" **Tom** replied, "Keep your fingers crossed...and time will tell!"



**Tom** might have something different to say later, after **President Edwin** revealed a little-known secret (is there any other kind of secret?) later in the meeting. **Tom** then led the group in the traditional blessing before meals.



## Future Programs

March 22

Speaker: Merle Avila  
Program: Sebastopol: Good for Tokens

March 29

Program: Speech Contest  
Host: Larry Ford

April 5

Speaker: Dr. Phil Rasori  
Program: Village Hopecore Update

April 12

Speaker: K.R. "Ravi" Ravi Ravindran

April 19, April 26 - TBD

May 3 – NOTE CHANGE

Emcee: Efren Carrillo  
Program: Overcoming Obstacles Award  
Host: Tom Boag

May 10

Speaker: Jerry Meshulam  
Program: Rotaplast

## Future Events

### District 5130 Assembly Mtg.

April 6<sup>th</sup>, Mendocino College, Ukiah

### District 5130 Conference

May 31 - June 2, Santa Rosa Hyatt

### Rotary International Convention

June 23-26, Lisbon, Portugal

## Miscellany

### Next Board Meeting

Location: Sebastopol Senior Center

Date/Time: Wednesday Mar. 20<sup>th</sup>, 5:45 p.m.

MAKEUP NOTIFICATIONS – Send to Jack BLASCO

jbblasco@comcast.net

On-line Make-Ups: [www.RotaryEClubOne.org](http://www.RotaryEClubOne.org)

INTERACT MAKE-UPS – HAVE YOU TRIED IT?

(Committee Member to call to confirm)

**Analy High:** 12:40 Most Wednesdays In Choir Room  
(Check with Bob Hirsch)

**Brook Haven:** 12:10 First & Third **Thursday**, Room 4 (Check with Pauline Pellini)

**Hillcrest:** 12:20 Every Third Tuesday, Room 6 (Check with Cole / Given / McAdams)

**Orchard View:** Different meeting times  
(Check with Coate / Ken Jacobs)

**Twin Hills:** Different meeting times  
(Check with Coate / Crawford / Carey)

For all Interact Mtgs.: CALL AHEAD TO CONFIRM MEETINGS  
CHECK IN AT SCHOOL FRONT OFFICE FIRST !!!

## Visiting Rotarians and Guests

After a few weeks of few visiting Rotarians, **Bud Daveiro** was busy introducing an impressive contingent on this day: Kathleen Archer (Santa Rosa Club, real estate), Ed Smith (Russian River Club, property management), Brendan Coen (Russian River Club, real estate broker), and George Riley (South Padre Island, Texas, senior active). Ed and Brendan are president and president-elect from Russian River.

George is a former Sebastopol Rotarian with a long list of notable achievements in his time here...and there have been a few other stops in between Texas and Sebastopol in George's Rotary past.



**Bill Cole** introduced first lady **Diana Wilson** and **Rick Wilson** (no, **Bill** did not introduce him, too) welcomed Ben Chapman, his guest from just down the street, Tallin, Estonia (that's not an inter-section, it's a town/country; but because this is **Bill's** second visit in 18 months, we have hope for him --despite his connection with

**Rick**).

**Jackie Moreira**, much to the chagrin of WSCUSD Superintendent **Keller McDonald**, announced that she pulled daughter Molly out of class to attend today's meeting.

However, as far as the **Prez** was concerned, this was small potatoes (plus cabbage on this day) compared to the sighting of someone in dark sunglasses, rumored to be **Larry Ford**, working his way into the masses well after the opening bell.

## Announcements

**Diana Rich** was scheduled to announce the Murder Mystery, scheduled for April 5, but the mystery became more intriguing when she didn't show up.

No matter (except to The **Prez**); this is a good time to remind everyone about another Sebastopol Community Culture Center event on April 21, "Michael Krasny, KQED Forum, in Conversation with Khaled Hussein (author of THE KITE RUNNER and A THOUSAND SPLENDID SUNS)". This will take place at The French Garden, 5-9 pm, on April 21.



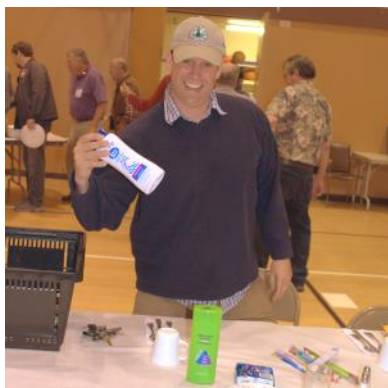


**President Edwin** highlighted the upcoming April 12 meeting with guest speaker Past Rotary International Director and Treasurer RAVI RAVINDRAN. This is a presentation not to be missed; the **Prez** is encouraging a big turnout, expects as much, and asked that members give the Club advance notice regarding their guests so that extra meals, and seating can be arranged. Among Ravi Ravindran's notable accomplishments are (1) bringing peace to a section of Sri Lanka in order to carry out polio vaccinations, (2) raising \$12 million for schools after the tsunami and (3) being a highly successful business owner. Please see the bio on K.R. "Ravi" Ravindran right after the ABC's of Rotary.

Crosby and Kaye, Bullwinkle and Rocky, the Lone Ranger and Tonto, now **Rick Wilson and Greg Jacobs**. The dynamic duo teamed up to pitch the Learn-to-Swim program with all kinds of promises: a great time (echoed by Richard Power), great weather, a 3:1 student-teacher ratio, among other incentives to participate. Truly, this is one of Sebastopol Rotary's finest moments (over many years). SIGN UP NOW! Or, as **Rick and Greg** said as a rallying cry -- "**Kristi Doden** signed up today; you can, too!"



**Troy McAdams** announced that the Hillcrest Interact Club is seeking donations of everything from socks to lotions to tooth brushes and tooth paste, to provide for those in need at the Redwood Mission Gospel Center off of Old Railroad Square in Santa Rosa



**Frank Mayhew** was then given a microphone, despite the warnings not to do so by the **Prez**. Before **Jack Dunlap** could undo the damage, **Frank** was preaching away about the mystical benefits of Friday afternoon golf in Sebastopol. Did **Frank** really say these were, like, religious services?

However, this was just a warm-up to the true religious implications of recent history. **President Edwin** displayed a number of photos indicating how close **Bud Daveiro** came to becoming the newest pope (and what would **Tom Farrell** say to that?). **Pope Bud** I? **Bud** in red shoes? The white smoke may have gone his way, if only he had traveled to Rome instead of Seattle. Seattle? Did he confuse smoke with clouds?

Somehow, **Bud** was fined \$25 for his irregular campaign. The **Prez** won't receive many blessings from **Bud** anytime soon.

As a pre-emptive strike (or was it a warning?) The **Prez** noted that **Bob Rogers** should be preparing hard for his anniversary coming up on the 21st. That helpful advice will surely come back and bite **Bob**.





## Rotary International Club Member Satisfaction Survey



**President Edwin** and **Bob Rogers** presented the survey results to the meeting:

1. Far West PETS (9 districts representing 450 clubs; the results were based on a 31% response rate from 6800 members)
2. District 5130 (47 clubs, with a 38% response rate from 936 members)
3. Rotary Club of Sebastopol (112 members, 83% response rate from 112 members).

The one thing that jumps out is the response rate from our club (amazing what threats and beatings can do as motivators). In fact, District 5130's response rate, if Sebastopol was excluded, would drop to 32%. What can't be determined is what motivated the Far West or District 5130 to respond (or not). And how results might have differed if all participating clubs had responded at relatively the same level.

Several "Potential Strengths" and a number of "Potential Opportunities" for the Sebastopol Rotary Club were identified in the survey results. See the "Club Survey.pdf", also attached to the email transmitting "The Gran e-smith\_130314.pdf."

The next steps are to better understand what the results mean, and more importantly what actions the club should take.

**MEMBERS** were invited to respond to these results in small groups, with notes taken; some of the questions asked were:

1. How do we provide better balance between project types (or how important is this?).
2. What can the Club do to make it more inviting for friends, family, colleagues?
3. What are the specific community demographics missing from the Club?
4. Club priority should be family, work, then Rotary; is this happening? Should the club promote more family-related events? Suggestions?
5. How do we change the environment in order to increase input/take action?
6. Do we need to change the 'pace', however it is defined?
7. What can be done to change the environment so members want to remain active?

You are also encouraged to give individual input by contacting the following individuals: **President Edwin**, **President-Elect Bob Rogers**, **Past President Aleia**, and/or **Ron Puccinelli**.



## The Raffle



**Pete Hill** picked the perfect ticket, but his reward was a little disappointing. He will be called on to relieve Palm Drive Hospital board member **Chris Dawson** and present the annual treasurer's report to the board and community. Now, that's a rare opportunity.



The West Side

Rotary Club of Sebastopol

**PALM DRIVE  
HOSPITAL**

---- RENT ----

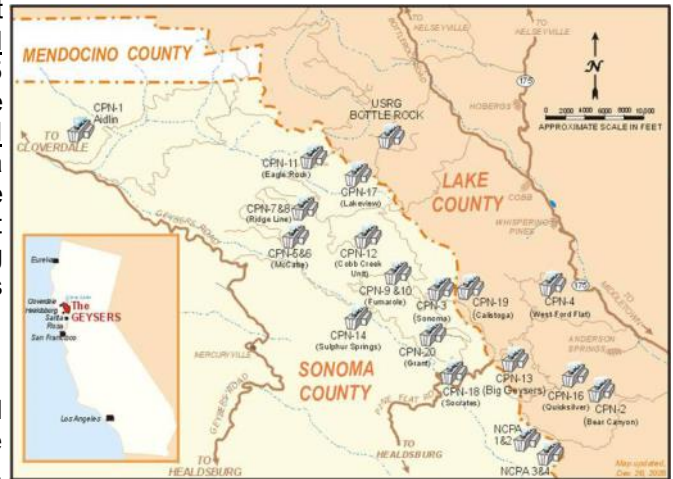
Attend next Board  
meeting and present  
Treasurer's Report for  
Chris Dawson



## Danielle Seperes - "Geysers Geothermal Energy"



**Henry Alker** again had the honor of introducing our guest speaker, Danielle Seperes from Calpine Geysers Geothermal renewable energy. Danielle has been with Calpine for 15 years, a period when many changes/improvements have occurred. The first generation of electricity from geothermal steam occurred back in 1922. In 1954 the first well, Magna One, produced energy much more efficiently, under the guise of PG&E. Calpine took over [in 1998 **-Ed.**], spending the last two decades streamlining the Geysers reservoir and generating more power. There are currently 330 steam wells and 80 miles of steam lines operated by Calpine.



In terms of efficiency and productivity, in the geothermal energy field, nothing in the U.S. comes close to matching the local Calpine system, operating primarily in Sonoma County, with Lake County and (to a much smaller degree) Mendocino counties contributing resources. The company has 300 full-time employees and with the future development of the Wildhorse and Buckeye sites (below Cloverdale), more growth is expected --and 200 more jobs as well.



Much of the action occurs 1-2 miles deep, with water temperatures ranging from 300-600 degrees F. The biggest obstacle facing Wildhorse/Buckeye is the 700 degree water temperature that will need to be cooled by waste water. This project would be the first new operation since 1989. How long will it all last? There have been 50 years of productive energy and Danielle anticipates at least another 50 (but who's counting?). The best way to learn more about geothermal energy? Visit the new Calpine Geothermal Visitors Center ([www.geysers.com](http://www.geysers.com)).

At the conclusion of the presentation President **Edwin** presented Danielle Seperes with a certificate of appreciation from THE PATHWAY HOME in Napa, a residential care center for returning vets, and a memento recognizing the Sebastopol Rotary's donation to PATHWAY on behalf of the speaker.



## The Closing Bell



President Edwin wrapped up the day's events with a quote from Eleanor Roosevelt:

"You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You must do the thing which you think that you cannot do."

During the wrap-up, in the middle of this quote, the Prez was interrupted apparently by two Rotarians who, much like Calpine, found themselves in hot water. Their identities, so far, remain unearthed, so we will call them **WILDHORSE** and **BUCKEYE**. But **President Edwin** was steaming; each was fined \$10. [The Calpine hot water, is the good kind **-Ed.**] Then it was off to various small-group meetings (a Board meeting, a post-Vocational Awards team meeting, and a quick rendezvous of those heading to the weekend Rotary Retreat, which from this point will be known as a Rotary Forward).





## After the Bell



A clarification from the -Ed. At the March 8, meeting, **Diana Rich** introduced Celosia Arcadia, who is the TeensWork Coordinator. She works with students at Laguna and Analay High Schools providing job readiness and job placement services. Celosia thanked the Club for its community grant support last year, and also invited Rotarians interested in mentoring to get in touch with her.

### A Thank You from Gianna Pendleton, a recipient of the Vocational Awards Program



3/8/13  
Dear Rotary Club of Sebastopol,  
I'm honored and very thankful to have been selected by your club as the recipient of your Vocational Award in the field of Agriculture. I remind myself all the time of a quote by Winston Churchill "we make a living by what we do, but we make a life by what we give." In researching your club, it appears this also is very true of the members in your club. I want to thank each and everyone of you for working towards a "Giving" goal.

I'm impressed with how much you work and raise funds for teacher's, student's and the community. I'm grateful for my award and the monetary contribution that you presented to me at your luncheon. Thank you for allowing myself and my family to attend this event. I will proudly hang my award on my wall and place the funds in my college account.

Thanks again,  
Gianna Pendleton, Sebastopol FFA

## The ABC's of Rotary

(Taken from "The ABC's 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.



#### About K.R. "Ravi" Ravindran:

Sri Lanka (previously Ceylon), known as the pearl of the Indian Ocean, is located 17 miles from the south eastern tip of India. It's best known for the tea it produces, considered by experts to be the finest and the most expensive tea on earth. K. R. "Ravi" Ravindran's association with that industry began immediately after his college graduation. With a degree in commerce he was employed as a tea plantation manager in a family-owned tea company.

Due to land reform laws enforced by the socialist government of that time, his family lost all their tea estates and assets so Ravindran started over in a family printing business and later establishing Printcare Ceylon Ltd (now Printcare PLC) in 1982 in partnership with his good friend – the founder of world famous 'Dilmah' tea. From a garage sized space, he drove these small beginnings into a global leader in packaging for the tea industry. Now a diversified packaging group, Printcare with plants in Sri Lanka and India, has a significant presence in the telecom, tobacco and digital media solutions industries and exports its production to nearly 45 countries.

In the same way that Ravindran's company is built on high ethical principles, he has had an extraordinary impact on the country of Sri Lanka. Among other accomplishments thru Rotary, he founded and served as President of the nation's first and now largest Anti-Narcotics Association; he chaired the Schools Re-Awaken Program that built 25 new schools (at a cost of over US \$ 12m) following the devastating tsunami in 2004; and he led efforts of a partnership between Rotary, UNICEF and the Govt of Sri Lanka to eradicate polio from Sri Lanka. Sri Lanka became the first country in South Asia to become free from the crippling polio disease.

Ravindran is a globally respected leader of Rotary International, one of the largest service organizations in the world, having served as a Director and Treasurer of Rotary International and a Trustee of the Billion Dollar Rotary Foundation.


He also serves on the Board of several other companies and charitable Trusts and Foundations.

Ravi is a member of the 84 year old Rotary Club of Colombo , Sri Lanka.

## RI Reading: A Call to End Polio


[Check out these links:](#)

[A Call to End Polio](#)

ROTARY INTERNATIONAL

15 March 2013

Weekly Update *A roundup of Rotary news*



### [A call to end polio](#)

Rotarians joined Bill Gates, co-chair of the Bill & Melinda Gates Foundation, and other supporters of the Global Polio Eradication Initiative on the steps of the U.S. Capitol 14 March to encourage continued support for the campaign to end polio. Find out how you can join the final push to end this crippling disease.

- [Join the World's Biggest Commercial](#)
- [Download a guide to advocacy](#)
- [Contribute to End Polio Now](#)
- [Read blog posts from polio survivors](#)

### In other news

[How are you observing World Rotaract Week?](#)  
See how Rotaractors are making a difference in their communities. Check out our photo gallery of Rotaractors in Ukraine.

[Rotaract Outstanding Project Awards winners](#)  
Rotaract Club of Caduceus, Mumbai, is international winner with its project to screen schoolchildren for vision problems.

[Brazilian Rotaractor discovers the joy of serving others](#)  
Paula Caldeiram shares her Rotary Moment handing out warm coats to the homeless.

### Announcements


[Find out how your club can get involved in empowering youth in the latest Rotary Leader](#)

[Rotary coordinators come together to help feed hungry children](#)


[British ophthalmologist, U.S. association to receive top Foundation alumni awards](#)

[2013-14 vice president and treasurer announced](#)


### Resource guide



[Rotaract promotional card](#)  
Make sure young people know about the benefits of joining Rotaract by distributing cards at schools, service fairs, gyms, and other shops.



[Rotary Media Center](#)  
Your online resource for public service announcements, videos, and more.



[Rotary Video Magazine Collection 6](#)  
Includes six inspiring videos on one DVD.

Weekly Update brings you the latest Rotary news, features, and links to resources that will equip you for all your Rotary activities. Use this content free of charge in any of your Rotary communications, including club or district newsletters and websites. Download free photos at [Rotary Images](#).



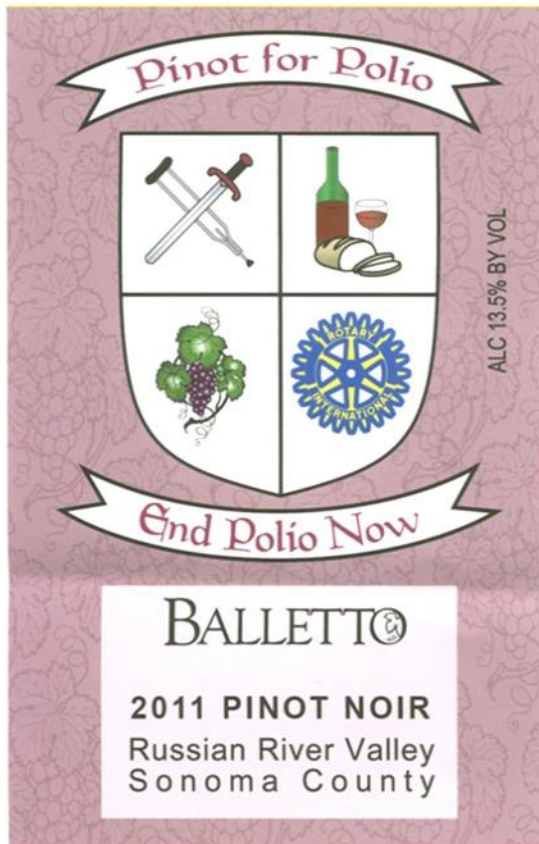


Rotary District 5130 presents

# Pinot for Polio



Raising Money for PolioPlus ~ one Case at a Time



Pinot for Polio is a Rotary District 5130 fundraising project for PolioPlus.

Increase your Paul Harris credits, contribute to PolioPlus, and drink great wine at the same time..

What could be better?

Your cost per case of 12 bottles of *Balletto Vineyards 2011 Russian River Valley Sonoma County Pinot for Polio* is:

<b>Cost per case</b>	<b>\$305.00</b>
<b>Sales tax</b>	<b>\$27.00</b>
<b>Total cost</b>	<b>\$332.00</b>

**\$150.00** from each case will be sent in your name to PolioPlus. You will receive Paul Harris credits and it will also count towards your club's annual Foundation giving.

What a simple, effective and delicious way to raise money for PolioPlus.

**We're This Close..All We Need is You**

## Pinot for Polio Order Form

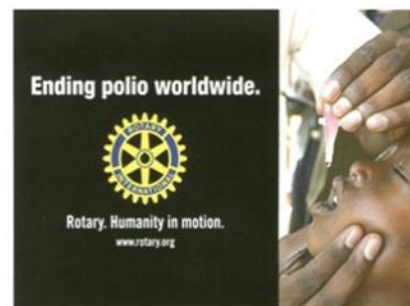
☐ Cases of Pinot for Polio at \$332/case = \_\_\_\_\_
 ☐ Check ☐ Credit Card  
☐ Winery Pickup (Balletto Vineyards)
 ☐ VI ☐ MC ☐ AX ☐ DS  
☐ Ship to me - \$30 inside CA.

Number \_\_\_\_\_

Rotary Club \_\_\_\_\_ Exp: \_\_\_\_\_ CVC \_\_\_\_\_

Name \_\_\_\_\_ Signature \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_



Fax to 707-829-3184 or Mail to: Pinot for Polio - P.O. Box 2481 Sebastopol, CA. 95473  
For more information contact Michael McGlothlin at 707-829-3529 or michael.mcglathlin@gmail.com