



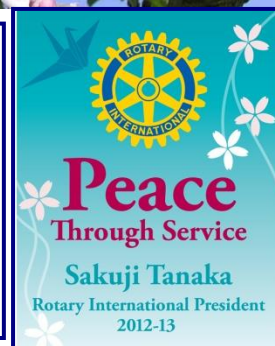
# *The Appleknocker*

## *Sebastopol Rotary Club's Weekly Bulletin*

### **Fred Gusman – The Pathway Home**



**Date:** November 2<sup>nd</sup>, 2012  
**Volume:** 2012/13—Issue E11-18  
**Scribe:** Liz Schott  
**Photography:** Larry Ford, hh  
**Editor:** Tom Boag  
**Club President 2011/2012:** Edwin Wilson



*"All the News that Fits We Print"*



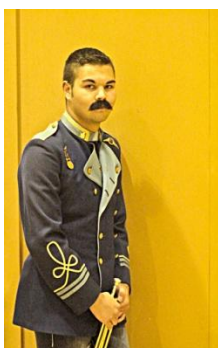
**President Edwin** opened the meeting with the bell at 12:15.

The flag salute was led by **Guy Smith**, who appreciated his father and uncle and others who have defended our flag.

**Karen Daniels** led a typically rousing chorus of *America the Beautiful*.

**Greg Jacobs** gave us this thought – a JFK quotation – for the day in honor of scribing for **Tom Boag** for the past month: "An error doesn't become a mistake until you refuse to correct it."

While dining, we were delighted by a performance of the opening scene of Act III of Arsenic & Old Lace by Anal drama students, directed by Starr Hergenrather, who will be performing this classic on November 9, 10, 15, 16, 17 at 7:00 pm and November 11 at 2:00 pm.



## Future Programs

**November 9<sup>th</sup>**  
**Speaker:** Barney Aldridge  
**Program:** The Barlow Project  
**Host:** Dorothy Rodella

**November 16<sup>th</sup>**  
**Speaker:** Dr. Joe Serra  
**Program:** Polio  
**Host:** John Blount

**November 23<sup>rd</sup>**  
**DARK – NO MEETING**

**November 30<sup>th</sup>**  
**Speaker:** Brad Howard  
**Program:** Touched by the Rotary Foundation  
**Host:** TBD

**December 7<sup>th</sup>**  
**Speaker:** Paul Vossen  
**Program:** Recent Trends in Sonoma County Agriculture  
**Host:** Henry Alker

**December 14<sup>th</sup>**  
**Program:** Analy Choir  
**Host:** Diana Wilson

**December 21<sup>st</sup> and December 28<sup>th</sup>**  
**DARK – NO MEETING**

## Future Events

**Analy Community Makerspace Open House**  
**Thursday, November 15<sup>th</sup> 6:00- 8:00 p.m.**  
 Analy Community Makerspace, 6950 Analy Ave.

**Club Holiday Party, TBA, Friday, December 14<sup>th</sup>**

**Interact Adopt-a-Family Project – TBA**  
**Saturday December 15<sup>th</sup>**

## Miscellany

### Next Board Meeting

**Location:** Sebastopol Senior Center  
**Date/Time:** Wednesday NOV. 14<sup>th</sup>, 5:45 p.m.

### Song of the Week



**MAKEUP NOTIFICATIONS – Send to Jack BLASCO**  
[icblasco@comcast.net](mailto:icblasco@comcast.net)

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

### Interact Make-Ups

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

## Visiting Rotarians and Guests

Introduction of Visiting Rotarians: The visiting Rotarians today were: Dan Bornstein of Santa Rosa; District Foundation Chair Dale Ann Knight of Rohnert Park-Cotati; Denise Lyons of Santa Rosa East; and Linda Johnson of Sebastopol Sunrise.



Guests of Rotarians were **Diana Wilson, President Edwin's wife**, and **Nan Still, David's wife**, and our guest speaker, Fred Gusman of A Pathway Home.

## Announcements

The Membership Committee hosted a Fireside Chat at the Senior Center last night [11/1]. Approximately 18 people were in attendance learning about ClubRunner from **Jack Blasco**.

**Dan Davis** has tendered his resignation from the club due to his need to focus on his health. We hope that **Dan** will be able to rejoin the club in the not-too-distant future.

A pair of glasses was left at last week's meeting.



Rotarian of the month for September was **Chris Dawson**, who was instrumental in evaluating and setting up the new software for the Lobster Feed. **Ken Silveira** got the honors for the month for October for always doing what needs to be done. [In the spirit of giving, **Mike Long** kindly offered **Ken** his badge. –Ed.]

### November is Rotary Foundation Month.

District Foundation Chair Dale Ann Knight from Rohnert Park-Cotati gave a big "shout out" to **Past-President Aleia** and to **Mike Ferguson** for their outstanding leadership in this area.



Our club exceeded all others in the region for all-around giving, totaling \$50,405.12 last year. Dale Ann reminded us that every \$1,000 in foundation money saves four lives. There are many members of the Paul Harris society, and the Bequest Society in our club. End Polio Now alone received \$11,492 from our members.







**Jackie Moreira and Diana Rich** recognized the Lobster Feed committee and gave each participant a personalized photo montage, created by **Diana Wilson**, to thank them for their hard work.

**Chris Dawson** – Technological support

**Keller McDonald and David Schreiber** – Live auction



**Dan Rasmus and Liz Schott** – Silent auction

**Meredith Bertacco** – Ticket sales

**Bristol Hassler** – Event administration

**Bob Cugini and Paul Martinovich** – Facilities

**Richard Power** – Corporate sponsors

**Mike Long and Richard Petersen** – Lobster cookers

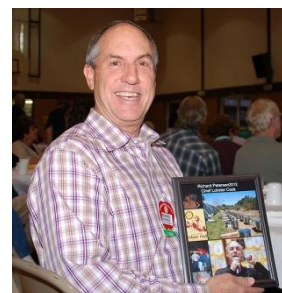
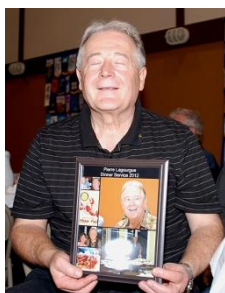


**Pierre Lagourgue** – Dinner service

**Ken Silveira** – Procurement

**Jack Blasco** – Volunteers

**J.T. Martin and Bill Facendini** – Bar



**John Blount, Edwin Wilson, Ron Puccinelli, Ken Jacobs, Paul Thielen** – AV Crew



**Pauline Pellini, Troy McAdams** – Wine/cheese reception



**Katy Spyрка** – Service

**Bud Daveiro** – Auctioneering pinch hitter and Rotarian with the most "oomph"



**Diana** thanked all club members for supporting the Lobster Feed in any way they did. **Diana** and **Jackie** received thank-you photo montages as well, plus gift certificates for a manicure.

**President Edwin** said that final proceeds are still being totaled, but we do know that the Make-It Classroom Challenge Grant totaled \$4,375, and the Polio Plus Challenge Grant netted \$5,180.



### Recognitions



#### Birthdays:

**Mel Davis** had a birthday on October 15. He celebrated with dinner on the coast. \$5.

**Guy Smith** says he feels like he's 30, but actually celebrated the doubling of that number on October 16. \$5.



#### Anniversaries:

**Brian Langermann** celebrated his 31<sup>st</sup> anniversary on October 23<sup>rd</sup>. He is sure he did something special. \$5.



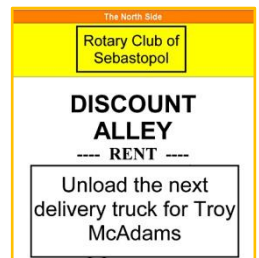
**David Still** and **Nan** spent a month in Europe and then topped that off in Yosemite to celebrate their 40<sup>th</sup> anniversary on November 4. They attended the Rotary Club of Verona South, which was very formal, and, get this, all in Italian! David was fined \$5 for his anniversary and \$35 for the trip.



### The Raffle



**President Edwin** announced the winning raffle ticket, possessed by **Harry Simms**. **Harry** drew the Discount Alley card – granting the opportunity to unload the next delivery truck for **Troy McAdams**.



### The Program — Fred Gusman, The Pathway Home



**President Edwin** introduced our speaker, **Fred Gusman**, M.S.W., Executive Director of the California Transition Center for Care of Combat Veterans-The Pathway Home. Fred is an internationally-recognized expert educator, clinician, mentor, program administrator and developer, and a consultant in the field of traumatic stress. His expertise is built on the firm foundation of his own military service plus over 37 years of clinical, research, and consulting experiences in the field of traumatic stress, combat stress, PTSD, and disaster mental health services. His broad-based background includes the Department of Veterans Affairs (DVA), the Department of Defense (DoD), and National, and public sector experiences.

The Pathway Home is the program we make a donation to in the name of our speaker every week. It is a therapeutic community focusing on resiliency, recovery, and post deployment transitions in a safe, respectful, caring, challenging, and supportive environment. Their community goal is to assist veterans to regain physical, mental, emotional, and spiritual strength, capitalize on past coping skills, extend employment opportunities, and to gain (and give) support to fellow warriors.

Mr. Gusman recognizes that no one program, institution, organization, or governmental body can “do it alone”—to shoulder the responsibility for the provision of services to our Warfighters. The needs of our Warriors are varied and can





often be complex. Providing interventions and support for resiliency, recovery, and transitional issues in our Warriors is a public health responsibility—to support those who serve our Nation—and a privilege.

The Pathway Home stands ready to provide an integrated model of care for those Warfighters who have conquered the stressors of War, but who may need some assistance in transitioning from deployment to post-deployment, to re-deployment, or to civilian roles and responsibilities.

Fred shared with us that this war is different. It is an all-volunteer service. There are more women in harm's way. There are more married service members than in any other war, and there is higher rate of divorce and addiction.

Five percent of those being sent to war already have PTSD. Why are we sending people with existing conditions into harm's way? Traumatic brain injury is this war's signature wound.

Combat-related stress – it's called something different in each service branch. The military's been focusing on transitioning people out of service and into veteran life but there's a learning curve.

This war is further different in that there are multiple deployments. Some service members have been sent over six times. Every time they come home for training or R & R, it's surreal, and requires superhuman adjustment.

Everything a soldier sees when s/he comes home is through combat lenses. They see things as though they're "still there". Where we see a trash bag on the street, they think, "That's out of place. When things are out of place, people get hurt or die."

We don't understand these experiences. These veterans look OK on the outside, but they're not OK on the inside. In an exercise where vets create a mask with two sides, a recent participant created a Captain America look on the outside, but on the inside, there was cracked clear plastic and red paint splattered to look like blood.

There's still a stigma in the military about utilizing mental health services. People who do so are viewed as untrustworthy and it's a career breaker for some. Leadership says this isn't true, but changing an institution isn't easy.

Multiple deployments lead to greater levels of addiction and divorce.

We hear only the bad stories. We don't hear the positive stories. The Pathway Home is a residential treatment center for 330 veterans. They benefit from Rotarians who go bowling with residents, work with them on legal or budgeting challenging, and who mentor them. Rotarians are part of the healing process for these veterans. In the next two years, 60,000 vets will be returning to California from the war. Rotary will be part of their healing.

The minimum amount of time spent at The Pathway Home is four months. 60% of the referrals come from the V.A., 20% are military active, 15% come from family members, and 5% come out of the National Guard.

When veterans are done at The Pathway Home, they're not really done. They are tracked and monitored in a variety of ways, including through text messaged quick surveys to see how they are doing. If they're not doing well, an alert goes out to their closest friends who can then check in with the veteran. This intervention has prevented incarcerations, gotten veterans back into treatment when necessary, and precluded a variety of other more costly processes that would otherwise have been required.

Every third Thursday, Pathways Home hosts a barbeque for the community and all are invited to visit. Contact info: (707) 948-3026, email: [fred.gusman@thepathwayhome.org](mailto:fred.gusman@thepathwayhome.org)



## **The Final Bell**



President Edwin thanked speaker Fred Gusman for his presentation, and told him that we would be making a donation in his name to The Pathway Home... Realizing that Fred Gusman would probably not appreciate a letter of appreciation from himself, President Edwin presented him instead with a check representing the accumulated contributions in names of all our other speakers since July. [You will recall that, each week, our speaker gets a speaker's gift of a contribution in their name to The Pathway Home. **-Ed**] President Edwin also gave Fred Gusman a bottle of Balletto Vineyards 2011 Pinot Noir "Pinot for Polio".

President Edwin then closed the meeting with a Thought for the Week: "On this date in 1983, President Ronald Reagan signed a bill establishing Martin Luther King Day. So, a quote from Dr. King – 'Rarely do we find men who willingly engage in hard, solid thinking. There is an almost universal quest for easy answers and half-baked solutions. Nothing pains some people more than having to think.'" He then rang The Bell.



## After The Bell



Next week, the AV crew will be in Tahoe. **TBD** will fill in for **President Edwin**.

### Next Week's (11/9) Speaker -- Barney Aldridge, "The Barlow Project"

Barney Aldridge, Developer, grew up in Sonoma County and has been active in the real estate business for over eighteen years. In his current role as the CEO of Aldridge Management and Highway Partners, LLC, he owns and manages over 240,000 square feet of office, retail, and industrial space in Sebastopol, CA and Boulder, Colorado. Past projects include Deerpath Villas (condo 64, units, Santa Rosa), Meadowview Town Homes (condo, 72 units, Santa Rosa), 10<sup>th</sup> & Pearl (45K sq.ft., retail/office in Colorado), and Sebastopol Industrial Park (200K sq.ft., industrial/office/retail - including The Barlow complex).



### 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)

#### #41 Presidents-elect Training Seminar (PETS)



The Bylaws of Rotary International require that the governor-elect of each district, in cooperation with the current governor, schedule and conduct a training seminar for the incoming club presidents of the district, preferably in March. This two- or three-day Presidents-elect Training Seminar, commonly referred to by its acronym, PETS, is a motivational and leadership training session designed to prepare the future club presidents for the office they will assume on 1 July.

Among the subjects covered are the presentation of the RI theme for the coming year as well as information about effective service projects and The Rotary Foundation. Time is also devoted to reviewing the role and responsibilities of a club president. Incoming club presidents also learn about goal-setting, selection, and preparation of club officers, club administration, membership recruitment and orientation, and RI and district resources.

In some areas of the world, two or more neighboring districts conduct Multidistrict PETS. Multidistrict PETS groups have found that their larger numbers help them attract popular Rotary speakers, provide incoming presidents with a perspective beyond the district, and generate more diverse strategies for effective club leadership.



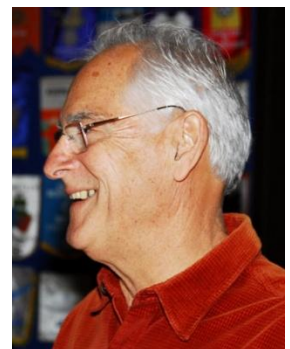
## Membership Moment – Harry Polley



Last evening we had a Fireside Chat at the Sebastopol Senior Center. What a great time for some fellowship and an opportunity to learn about our new communication program, "Club Runner". **Jack Blasco** did an outstanding job explaining how the "Club Runner" works, the tools it has available to us, and the many ways we, as Club Members, can benefit by using it. Thanks **Jack** for all the effort and the good job.

We had a mixed group of about twenty members, including six newer members, some who have been in the Club three to five years, and, old guys like me, who can always learn new things. It was a good experience for all of us and a time to share a little Rotary in a smaller group setting.

A special thanks to Membership Chairman **Jerry Warren** and his Fireside Chat Sub-Committee for organizing this evening, to **Jack Blasco** for the excellent presentation, and to Club **President Edwin** for his words of wisdom and support.



Enjoy Rotary...a little bit every day. - **Harry Polley**

[The following Sonoma West Times & News Article, written and photographed by **Jerry Warren**, appeared Nov. 1, 2012]

## **Rotary's 2012 Lobster Feed Supports Analy Community Makerspace Project**

This year's Rotary Club of Sebastopol's Lobster Feed live auction program guide read, "Unleash local potential" and that is just what Rotary Club and community members did in support of the Project Make Challenge Grant. When the yellow bid slips were counted at the end of the evening, contributions toward the purchase of a powerful, computer-controlled laser cutter that etches glass, wood, tile, stone and cardboard totaled \$4375.00. Although this amount will not cover the entire cost of laser cutter, it will go towards matching grants that will add another 21<sup>st</sup> Century technology tool for students and community members to invent and create "do-it-yourself" projects. The Analy Community Makerspace, one of 17 high school Project Make classrooms in California, has been featured on CNN and PBS news reports.

Last year, Dale Dougherty, of O'Reilly Media Center and publisher of *Make* magazine, and Analy math teacher, Casey Shea, started Project Make at the O'Reilly facility with 29 students enrolled. This year, enrollment has doubled. Casey Shea, with support from Dale Dougherty, Analy teachers, students and community members, and the Rotary Club of Sebastopol has converted an unused shop into a space-age, inventive classroom.

In support of this program, the Sebastopol Rotary Education Foundation, the endowment fund of the Rotary Club of Sebastopol, has committed \$20,000 to this unique program. Not only will the Analy Project Makerspace facility be for Analy students, it will also be available for adults and community members though inventive, weekend and evening activities sponsored by the Sebastopol Community Cultural Center.



Using the Sebastopol Rotary Education Foundation logo as a model, Maker teacher, Casey Shea, shows Sebastopol Rotarians **Diana Rich**, Executive Director, Sebastopol Community Cultural Center, and **Patti Blount**, President, Sebastopol Rotary Education Foundation, a sample of projects that can be done using the laser cutter.

[Photo, **Jerry Warren**]



# Project Make



Please join us  
for the

## Analy Community Makerspace Open House

Thursday November 15, 2012  
6:00 pm to 8:00 pm

There will be demonstrations, projects  
on display and refreshments.



In the:  
Analy Community Makerspace  
6950 Analy Ave.  
Sebastopol, CA 95427

