



The Appleknocker

Sebastopol Rotary Club's Weekly Bulletin

Program: Richard Norgrove—"Pigeon Racing"



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Photography: Larry Ford
Editor: Tom Boag
Club President 2011/2012: Aleia Coate



All the News that Fits We Print



Before the Bell



There was a lot of activity before the bell:

members receiving flu shots, tripods being set up (more on that later), and **Greg Jacobs** recounting a recent dinner with some of his fishing buddies where stories and jokes were exchanged. **Greg** mentioned "the one joke that he could recall", something about a former Congressman by the name of Weiner, but you will have to see him for the details as this is a family publication.

Many thanks to our Greeters, **Bill Facendini**, and **David Still**.



At the Bell



President Aleia rang the bell, calling the meeting to order at **12:15 pm**.

Kent Seegmiller led us in the salute to the Flag, and...

Keller McDonald started us off with "*You Are My Sunshine*".

Just to make sure, he had us sing the first verse twice!

Harry Polley provided us with the Thought of the Day, along with this bit of history.

In **1932**, Herbert J. Taylor wrote down four questions on a small white piece of paper to serve as an "ethical yardstick" for his employees. His simple creation has come to be known as The Four-Way Test. Revered by Rotarians, it has been translated into more than 100 languages and recited weekly at club meetings around the globe.

Of the things we think, say, and do:

Is it the **TRUTH**?

Is it **FAIR** to all concerned?

Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?

Will it be **BENEFICIAL** to all concerned?

Harry shared with us an example of **THE FOUR-WAY TEST** in action as he described an event in his own business. One of his staff was working on an escrow closing and encountered a questionable disclosure issue. When she approached him for guidance she actually had her own answer and he allowed her to reach that conclusion on her own, i.e. to disclose the information.



Future Programs

October 14th

Speaker: None  **Work Meeting!**
Program: Lobster Feed Preparation
Host: Aleia Coate

October 21st

Speaker: Sylvia Whitlock
Program: Women in Rotary
Host: Kathie Mayhew

October 28th

Speaker: Judge Jim Bertoli
(Hon. James G. Bertoli)
Program: Current Issues in
California Courtrooms
Host: Greg Jacobs

Future Events

Lobster Feed is October 15



Saturday - O'Reilly's under the tent

HAPPY HOUR AT GTO's Seafood House
(3rd Friday of the Month), 234 South Main, Seb.
Friday, **October 21st** at 5:30 p.m.

Holiday Party is December 10th



Location TBA

Crab Feed is February 11th, 2012



Sebastopol Holy Ghost Hall

Miscellany

NEXT Board Meeting (3rd Wednesdays)

Location: Mike Long Office, 7724 Healdsburg Ave, Seb.
Date/Time: **Wednesday October 19th, 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

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

Interact Make-Ups – when school starts up...

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

Appleknocker Archive
www.sebastopolrotary.org then Click on Bulletin
Sebastopol Rotary Carpool Website
<http://budurl.com/f8mk>



Visiting Rotarians

We welcomed Peggy Soberanis, President-Elect of the Downtown Santa Rosa Club. Peggy is a retired executive of the Girl Scouts of America.

Announcements



Lobster Feed... A reminder for those donating propane to please have the tanks filled and available by Thursday October 13th. By the way, **Jack Blasco** is still rounding up volunteers for the pivotal job of clean-up! Let **Jack** know when you will be available.

Troy McAdams is looking for a Wine Steward, looks like he may have found a few volunteers. ☺



Silent Auction. **Dan Rasmus** mentioned that there is still time to donate items for the silent auction, don't forget to include a "write-up" describing the item.

Neysa Hinton reported on the "on-line auction". Thus far the activity has been slow with the exception of one avid bidder who has placed bids on All of the restaurant gift certificates! Don't let this person have them all!



President Aleia mentioned that Yvonne and Carlene will be available after the meeting for those members that have not yet gotten their flu shots.

Yvette Williams van Aggelen is helping us with Membership Profiles and Membership Moments, and will have forms available next week.

Peggy Soberanis from the Santa Rosa Club offered us a Big Thank You for our help in fundraising for their Rwanda school project. A total of \$24,224.00 was raised, which included a matching grant from Rotary International. This is an example of your foundation dollars at work. These funds will be used to provide clean water, solar power, and improved septic systems.

President Aleia announced that we would gather @ 12:50 pm for a group photo...Adds a whole new definition to "herding cats". On a serious note this is part of our campaign to end Polio, and after much jostling about we provided a graphic example of where we are..." WE ARE THIS CLOSE" to ending Polio and Changing the World so that no child will ever suffer from this crippling disease again!



Recognition...and...FINES



Birthdays:



Larry Ford pleaded guilty to having a birthday on September 25th, and also contributed to aviation history with his green flight. The fine for this was only \$5. **Steve Jorgensen** celebrated his day on the 26th with a flight to Phoenix and dinner and movie with his daughter, and fined \$5. **Bill Daniels** was September 27th and **Edwin Wilson** celebrated on September 29th. **Jack Blasco** celebrated September 30th day with a trip to New York, including his daughter's wedding, and a sojourn to Broadway where he was photographed with "Priscilla". Fined \$20 for the trip and \$5 for the Birthday. **Henry Alker** celebrated on October 3rd having dinner with his wife at Willi's in Healdsburg. This was a "two-fer" since her birthday was October 4th! **Henry** says the calamari there is grand, and this referral cost him \$5.



Anniversaries: **Tom Boag and Ralph** celebrated a whooping 43 years with a trip east including Boston, Provincetown, and an excursion to Montreal! While there **Tom** visited the Montreal Rotary Club, (Rotary Club #85) and exchanged banners with them. This was worth a \$25 fine plus an additional \$5.



Greg and Kathi Jacobs celebrated their anniversary with a 2 week road trip including the Grand Canyon, Zion National Park, Death Valley, and of course Vegas! No phone, no computer, and no watch! What a trip! A fine of \$5 and \$15 for **Greg**.

Mark and Michele McDonell celebrated 20 years, and reluctantly dropped their son off at Santa Clara University. A fine of \$5 for **Mark**.

Denny and Di Gaya celebrated 25 years with a night in the vineyard and were fined \$5.



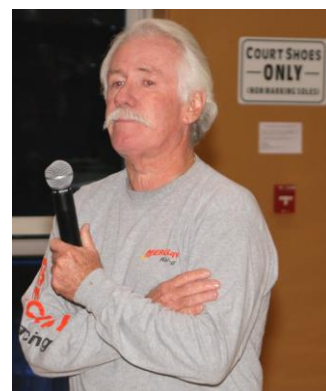
Mark and Connie Stevens celebrated on October 1st, and **Bob and Mary Ellen Boyd** celebrated on October 4th.

Edwin and Diana Wilson had dual events, their anniversary on October 4th, and **Edwin's** birthday on September 29th.

Trips: We hear that **Brendon Houston** made a trip to Whiskey Town, not sure how good the whiskey was, but that will be \$20 anyway.

Larry Ford spent some time in Alaska fishing and tracking bears. Fortunately he was successful with the former as evidenced by the picture of that beautiful Rainbow; good for a fine of \$15.

Bob Cary spent some time in Canada for a fine of \$25.



Ron Puccinelli spent some time on the Klamath River, and from the looks of the photo, communing with nature also. \$25 for that tree picture!

And it seems that **Dave Madsen** has been spending some quality time in his RV, that will be \$25 Dave.

Interruptions: **President Aleia** noticed a sound that wasn't on the agenda, and fined **Dick Zimmer's** cell phone \$10.



Raffle



Paul Thielen held the winning ticket, # 2767824, but alas the spin was no dice.



PROGRAM

Dave Madsen introduced our speaker Mr. Richard Norgrove. **Dave** was subbing for **Rollie Atkinson**, who we hear had a better offer. Richard is a Sonoma County native, and former resident of Sebastopol, a business owner (Bear Republic Brewery), fund-raiser to combat Polio, having raised \$20K to date, and a past President of the Healdsburg Rotary Club. However his real passion is the breeding, raising and racing of Pigeons! Richard shared some facts and figures about the history of racing pigeons, their life cycle and abilities that only a true pigeon aficionado would know.



History. Racing pigeons have a history to 3000 B.C. and can be found throughout the world. In Belgium alone, 6 out of 10 households have pigeon lofts. Pigeons are War heroes having served in the War of 1812, World War II, and the Iraq War. One pigeon was even awarded the distinguished French Cross, having flown 26 miles in 25 minutes, while shot three times to deliver the message that the city should not be bombed. Hundreds of lives were saved.

In addition to direct service, pigeons during the 16th, 17th and 18th Centuries provided an essential ingredient in the manufacture of gun powder via their guano, and because of the high nitrogen content provided an excellent source of fertilizer for farming.

People from all walks of life raise pigeons, including Queen Elizabeth, Mike Tyson, Gucci, and reportedly the Rothschild's used them to obtain early information on market trends and conditions in order to have a competitive advantage over other traders.

Life Cycle and Characteristics. A breeding pair takes about 10 days to produce eggs. These eggs will hatch in 17 days having been incubated by both birds. At 3-5 days old the young birds are "banded" for ID purposes, and within 21 days they are ready to fly for distances of 60 to 1000 miles. A popular drop off point is Salt Lake City Utah. Mr. Norgrove has clocked some of his birds at 60 miles per hour, and while they can fly solo, they prefer to fly in flocks for protection. Major predators are hawks, falcons, and people. By flying as low as 2 feet off of the ground, they can avoid these predators. An adult pigeon typically weighs in at 14-16 ounces as compared to a typical wild pigeon @ 4 ounces, and can live up to 17 years. That said, the typical "race life" of a pigeon is 3 years as they can tend to lose interest in racing over time. At their peak, these birds are real champs; they have hollow bones, and can obtain air both on inhalation and exhaling. They will fly to the point of exhaustion, sometimes just making it back to the loft. Then it is time to fill-up on their special diet of high energy grain, protein, and fats. These birds are great navigators! While specifics are not completely understood, they have successfully flown while blindfolded, but were disabled when their ears were covered, so it is assumed that they use some combination of sonic and visual cues. They are still used by the U.S. Coast Guard, poised underneath search and rescue helicopters where they help guide the pilot to the presence of life jackets.



Pigeon racing can be very lucrative. The top prize in one race in Sun City Africa is \$1,000,000, and champion breeders can sell for as much as \$248K.

In conclusion one of Mr. Norgrove's goals was to get us to think differently about pigeons...he did this with a Q&A using other terms. For instance when we think of Rotary we think of Service. Horse elicits Race. Dog becomes Man's best Friend. And now hopefully Pigeon elicits Race.

The Closing Bell

President Aleia thanked Mr. Norgrove for the interesting presentation and presented him with a speaker's gift. She then rang the bell and closed the meeting at... you guessed it, **1:30**.

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)

#69: Group Study Exchange

One of the most popular programs of The Rotary Foundation is Group Study Exchange. Since the first exchange between districts in California and Japan in 1965, the program has provided educational experiences for more than 44,500 business and professional men and women who have served on about 9,000 teams.

The GSE program pairs Rotary districts to send and receive study teams. Since 1965, almost US\$79.5 million has been allocated by The Rotary Foundation for Group Study Exchange grants. One of the attractive features of GSE is the opportunity for the visiting team members to meet, talk, and live with Rotarians and their families in a warm spirit of friendship and hospitality. In addition to learning about another country through visits to farms, schools, industrial plants, professional offices, and governmental establishments, the GSE team members serve as ambassadors of goodwill. They interpret their home nation to host Rotarians and others in the communities they visit. In recent years, teams of a single vocation or cultural group have been exchanged. Some GSE teams help create humanitarian projects between their countries. Many of the personal contacts blossom into lasting friendships.

Truly, the Group Study Exchange program has provided Rotarians with a most enjoyable, practical, and meaningful way to promote world understanding.



SEBASTOPOL ROTARY CLUB

Member Profile

Mark Fink – Badge No. 18



Classification

Insurance - Property

Joined Sebastopol Rotary

1984

Sponsor

Ed Trigeiro

Educational Background: Business Degree from Arizona State University, 1971

Personal Background: Married to Elaine since 1976. Born in Waterloo Iowa, raised in Phoenix and moved to Sebastopol in 1976.

Personal Interests & Hobbies: Rotary, reading, spending time at our beach house in Dillon Beach, and traveling.

Employment Background: Have been a State Farm Agent in Sebastopol since 1980.

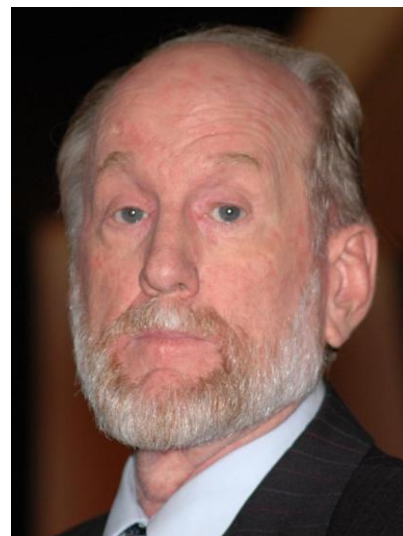
Rotary Leadership Positions: Past Director, Chairman of the Great Getaway 1999, Chairman of the Dictionary Project and served on many committees.

What Rotary Means to You: I have been very fortunate in my life. Being in Rotary gives me a chance to "give back" to my local community and have an impact on the world.

Favorite Rotary Service Project: Dictionary Project

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

Anything you want to add? I LOVE ROTARY AND WHAT IT STANDS FOR !





Membership Moment



Harry Polley

(The following is an updated piece, written by Harry Polley on April 16th, 2010. Always appropriate for us to remember. –Ed.)

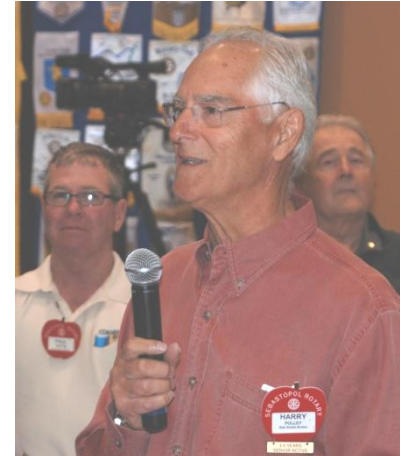
The health of our Rotary Club is tied to bringing in new members. We don't bring in members just to stimulate growth in our total membership numbers, but to more importantly replace members lost through attrition (for reasons such as re-location, economic, illness, death, changes in employment that do not accommodate Friday meeting times, etc). In addition, as so many of us find gray hair on our heads, we need to make sure we are re-placing ourselves in Rotary; we need to assure the future service efforts and good works of this Club by replacing ourselves with a new younger generation. I look at so many newer members over the last couple of years and am pleased to see younger generations joining Rotary and finding the good works of Rotary something they want to be part of.

Having said that, each and every one of us needs to seriously consider sponsoring a new member to this Club. We all have a friend, acquaintance, or someone in the community we have met that we know would make a good Rotarian; all we need to do is give them the chance. So, here is what you do:

1. Bring your prospective member to a Rotary lunch and let them know what Rotary is about, as well as what it is not about.
2. Get a copy of the two-page membership application. You can request a copy of the application from the Club Secretary, **John "Jack" Blasco**, or Membership Chair, **Harry Polley**, hpolley@pacbell.net (823-4848).
3. The Rotary Sponsor fills out page one of the application. Page two is completed and signed by the applicant at the time Rotary Information is provided to the applicant.
4. Return the application to the Club Secretary, Edwin Wilson, or the Membership Chair, Harry Polley.
5. The Membership Committee reviews the application and forwards it on to the Board of Directors with a recommendation, as well as a recommended Rotary Classification.
6. The Board of Directors approves the application and the Rotary Classification. Once the Board of Directors approves the application, the applicant becomes "a guest of the Club" and the Club picks up lunch tickets from that time until the application process is completed and the applicant becomes a member.
7. The Membership Committee arranges to provide the applicant with Rotary Information, at which time the applicant signs page two of the application, assuming the applicant is prepared to move forward with membership.
8. The applicants name is distributed to the Club Members, through the Appleknocker, identifying the applicant as a prospective member.
9. After the name has been circulated, the Membership Committee assigns a Rotary Mentor, the Club President schedules an induction date, and the applicant becomes a Club Member at that time.

WOW...that sounds easy...and on top of all of that, the Membership Committee is here to assist you all of the way through the process. HOW EASY IS THAT...all you have to do is DO IT!

Be a good Rotarian, SHARE ROTARY.



Rotary Club of Sebastopol LOBSTER FEED



Saturday, October 15, 2011

Please join the Rotary Club of Sebastopol and help make the 5th Annual Lobster Feed the most successful fundraising event ever! We are so proud that all the monies that are raised through this fun event are returned to the community in the form of Teacher Mini Grants, Learn-to-Swim Programs for local 2nd grade students and High School Foreign Exchange Programs; as well as a multitude of other community-based and international programs. If you have children that have gone to school in Sebastopol, your children's education has been touched by Rotary in some way. **We believe this is the Premier Social Event of the Year, and we have fun while raising money!** Come join your friends and business colleagues and enjoy great food and wine by local vintners, coupled with exciting live and silent auctions items!

☐ **Platinum Sponsor \$1,500**

- Logo listed on event website
- Company name listed in event guide
- Logo listed on event poster
- Recognition as Platinum Sponsor sponsor in:
 - Press Releases • Poster • At event
- 2 x 5 ft Advertising banner at event
- Four complementary tickets to event

☐ **Gold Sponsor \$1,000**

- Logo listed on event website
- Company name listed in event guide
- Logo listed on event poster
- Recognition as Gold Sponsor sponsor in:
 - Press Releases • Poster • At event
- 2 x 5 ft Advertising banner at event
- Two complementary tickets to event

☐ **Silver Sponsor \$500**

- Logo listed on event website
- Company name listed in event guide
- Logo listed on event poster
- Recognition as Silver Sponsor sponsor in:
 - Press Releases • Poster • At event

☐ **Bronze Sponsor \$250**

- Logo listed on event website
- Company Name listed in event guide
- Recognition as Bronze Sponsor sponsor:
 - At event

Please check box above for your sponsor level. Rotary Club of Sebastopol is a 501(c)(3) org.

Name: _____

Company Name: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please find enclosed check for \$ _____ Please bill my credit card for \$ _____

Type of card ☐ VISA ☐ Mastercard Number: _____ Ex. Date: _____

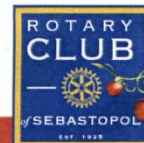
Please send this completed form with check or credit card information to:

Rotary Club of Sebastopol Attention: Richard Petersen PO Box 213, Sebastopol California, 95473

Upon receipt of payment in full, complimentary tickets will be mailed to you along with other promotional materials. Proceeds from this event go toward community service and international humanitarian projects. Thank you so much for your support.

For more information regarding being a sponsor, please contact:

Richard Petersen at 707.548.5259 or Ted Baggett at 707.823.5325,
or email Rich@richardpetersen.com.



www.lobsterfundraising.com