



The Appleknocker

Sebastopol Rotary Club's Weekly Bulletin

Keith Woods & Robin Bartholow- Choices



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Photography: Karen Webb
Editor: Bob Rogers
Club President 2011/2012: Aleia Coate



All the News that Fits We Print



At the Bell

Slightly tardy, the perttiest ever Club President called her loyal subjects to order at 12:20 p.m. **Keller McDonald** led us robustly in *This Land is Your Land* by Woody Guthrie from the sixties - is that right **Keller**? The Thought for the Day was offered by **Gene Nelson**, calling upon us to be "Witnesses for Service Above Self."

Visiting Rotarians & Guests

Visiting Rotarians: **Bud Daveiro** introduced visiting Rotarians Peter Bretan, a surgeon from the Novasto club, and Jennifer Hembd, a mortgage lender from the Santa Rosa Sunrise Club.

Visiting Guests: **Yvette Williams van Aggelen** introduced Club Guest Robert Jacob, proprietor of Peace in Medicine, Sebastopol. **Barbara Beedon** introduced today's speakers, Keith Woods, CEO of north Coast Builders Exchange and Robin Bartholow, also with the Exchange.



Announcements



A Humbled Greg Jacobs

Lobster Feed: **Jerry Warren** reminded members to donate fine wines for the Wine and Wine Adventures **Silent Auction**. He asked that you please bring them to next Friday's meeting and fill in the form. There will be a separate table set up for this, as opposed to **Greg Jacobs' live** auction wines. (**Editor's Note:** Last year's fine wine section of the silent auction raised almost \$6,700). Speaking of **Greg**, not to be outdone, updated us with his wine donation totals...28 bottles today, bringing the total to 64 to date, which will all be part of the **live** auction item. **Jacobs** later confessed that he is humbled by the response...but keep it up!! Next, **Nysea Hinton** reminded members to turn in the information sheets on the Silent Auction items you are donating.

Paso Ancho Update: **Bob Rogers** switched gears and talked about spending money instead of raising it. Up on the screen was a picture of the 6 computers we donated last June to Paso Ancho Primary School in Paso Ancho Village, just south of Puerto Vallarta, Mexico. **Bob** explained that we have had a long relationship with this school dating back to 1985, when we partnered with the Puerto Vallarta South Rotary Club in building the school. Our next project with the school involves an interactive teaching tool called Microsoft Mouse Mischief, a software program that uses one computer, PowerPoint and multiple mice to involve the whole class simultaneously. We will be using a District

Simplified Grant (DSG) to help fund this project to equip 3 classrooms with the necessary equipment. We will again be working with the PV South Rotary Club on this project. To learn more about this project, go to <http://www.microsoft.com/multipoint/mouse-mischief/en-us/default.aspx> www.quicken.com

Future Programs

September 9th

Speaker: Rich Thomas
Program: Recent & Future Trends in the Wine Industry
Host: Rollie Atkinson

September 16th

Speaker: Nan Su
Program: The Renaissance of Chinese Culture & it's Global Impact
Host: Kent Seegmiller

September 23rd

Speaker: Rob Mahoney
Program: Old Music
Host: Kent Seegmiller

September 30th

Speaker: Ben Stone
Program: Economic Vitality Update
Host: Barbara Beedon

Future Events

**Sebastopol Sunrise Rotary's
Cajun Zydeco Festival @ Ives Park**
September 10th, 11:30 a.m. – 7:00 p.m.
<http://www.rotarycajun.com/>

Happy Hour @ GTO's
Friday, September 16th at 5:30 p.m.

**"Rotary Hearts on Fire" Foundation
Dinner South**
Hyatt Hotel, Santa Rosa
Sat., September 24th – (See attached)

Lobster Feed
Saturday, October 15th
O'Reilly's under the Tent

Miscellany

NEXT Board Meeting (3rd Wednesdays)
Location: Mike Long's Office
Date/Time: Wednesday, Sept. 21st, 5:30 p.m.

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

Makeup Notifications – Send to Jack Blasco
at jcblasco@comcast.net

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

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

Appleknocker Archive
<http://www.sebastopolrotary.org/>

Rotary Fishing Trip: JT Martin reminded us that tomorrow is the Rotary Fishing Trip on The New Sea Angler charter fishing boat. It's not too late to join in the fun. Show up at 5:30 a.m., yes...that's 5:30 a.m....at Porto Bodega in Bodega Bay. **Bob Rogers** will be bringing Bloody Mary's to start off the day...which elicited a comment from a fisherman in the audience, "Oh good, you'll have chum." (If you don't know what chum is, better you should not ask). 16 have signed up so far, so it promises to be a fun day.



The Rotary Foundation: Mike Ferguson updated us on the Rotary Foundation, by proclaiming he's going to put the "Foun" in Foundation...whatever that means! He announced that **President Aleia's** goal for her term is for our club to donate \$25,000,000, oh wait...the decimal is in the wrong place...that's \$25,000...or \$225 per member. He reminded us of the District's Foundation Dinner South, being held early this year, on September 24th at the Hyatt Hotel in Santa Rosa, where the keynote speaker will be Past RI

President Rick King. **Mike** will be selling raffle tickets for the Foundation Dinner starting next Friday at \$20 each, 6 for \$100, or 14 for \$200. Mike says you need not be present to win. In November we will be having our Foundation Month, and he will again be selling raffle tickets, this time for our own club drawings for fabulous and exciting prizes.

Japan Tsunami Relief Fundraiser: Nao Naguchi reported that the fund raiser held at his house to help to the tsunami devastated town of Otsuchi, Japan was a great success. 200 people came and \$11,000 was raised. Nao thanks you for your support.

Friday Golf: President Aleia reminded us that **Frank Mayhew** has invited anyone and everyone out for a round of golf "after church" on Fridays...no sign up...just show up.

Recognitions



Birthdays: President Aleia recognized several happy birthdays of Rotarians, with a fine of \$5 each. **Sally Glendening** on August 18th, whose hubby made her a chocolate birthday cake...something he doesn't do often. **Jerry Warren** on August 20th, who noted from Diana Rich's rookie speech a few months ago, that he graduated high school the year she was born. When asked how old he was, he said, "It's a big one...I was born in 1941...you do the math!" He'll be celebrating it by going on a fishing trip with his two boys next week to Colorado. **Pauline Pellini** on August 25th, who spent the day making quilts

for Rotoplast, and then bowling with her son, who beat her...and probably everyone else at the bowling alley, by bowling 10 strikes in a row...a feat not accomplished by many. **Bud Daveiro** on August 28th, who claims he graduated high school when **The Prez** was born. Said he had a good time, what he can remember of it. **Paul Martinovich** on August 31st, spent the time at home with his family...wife, two boys, a daughter-in-law, and a fiancée-in-law.

Anniversaries: Rotarians celebrating their anniversaries in August were able to celebrate them again...to the tune of \$5 each. **Sarah and Dan Gurney** for their 37th on August 24th, celebrated with a trip to Athens, Georgia to take their son to school to start his PhD program, and then up to New York to visit their daughter who is doing her MD residency up there. **Michael and Daranee Hixson** for their 22nd on August 26th, spent 3 days at a resort in Southern California. **Steve and Rosanne Prandini** for their 40th on August 28th are going to LaJolla next week to celebrate.



Golf Tournament: **Mark Stevens** played in our annual golf tournament this year at Sebastopol Golf Course...but only after driving out to Northwood Golf Course...which we haven't used since **Jerry Warren** was 39. Still, **Mark** said his team did great. He also won multiple raffle prizes at the drawing, some of which he gave away. One, which was a new golf cart, he gave to **Steve Prandini**. Ha...And **Steve** thought the cart was free. \$10 for the cart **Steve**, and \$15 for **Mark** just because.



Trips: **Richard Power** visited the Cowboy Bar up at Jackson Hole recently...if you haven't been there, you gotta go. Since **Richard's** paid up for the year, **President Aleia** suggested he could pass the \$20 fine on to one of his friends, where immediately the whole audience avoided looking at Richard, trying to make believe they weren't there. After a brief pause, he said, "No, I'll pay it." At this statement, all his friends let out a sigh of relief.



Ken Jacobs was also fined \$20 for a Packer Lake fishing trip with his family, a place he hadn't been to since **Jerry** was 51. The slide showed a smart looking family, wife Lisa, 3 children and one great dog...and oh yeah...**Ken**. Of special note was the 15" trout his 7 year old caught. Eat your heart out **Jerry**!

Next up on the screen was a picture of **Pete Hill** with the Leaning Tower of Pisa in the background, with the tower leaning one way, and **Pete** leaning the other way...made me feel like I was back at the mystery spot at Knott's Berry Farm. This was just one of the stops on what he called "a fabulopus cruise to Italy, with excursion stops in Florence, Venice, Rome and Pisa...A twelve day trip. **Pete and Ann** were recognized on the ship as the winners of the "Most Romantic" couple aboard during 50's and 60's night, and he also confessed to winning a poker tournament, which more than paid for the \$25 fine that he graciously donated to **President Aleia's** pot. He committed to also donating \$100 to the Foundation next week in honor of his granddaughter...why next week? He'll get 6 raffle tickets for the Foundation Dinner drawing if he waits one week!!!



President Aleia called out the number...no one claims it...30 seconds go by...the someone yells out, "draw another number"...**Greg Jacobs** then wakes up and says, "I got it!" He walks up to the podium, spins the wheel and it lands on \$15..."Ha!", he exclaims, as he walks back to his seat with cash in hand. Gee **Greg**, did you ever fall asleep at trial?



Keith Woods & Robin Bartholow - Choices



Barbara Beedon introduced our guest speakers for today, Keith Woods, CEO for the North Coast Builders Association and Robin Bartholow, his assistant in the Choices program. As Keith was stepping up to the podium and passing **Barbara** who had just introduced him, he knelt down on one knee, kissed her hand, then proceeded to the podium where he struck various poses for the photographer to record, all of this before he ever said a word. And that was only the beginning. Keith's talk proved to be very entertaining...I felt like I was at an open mike night at the local comedy club...as well as very informative.

Keith said he stumbled upon the Choices program up in Seattle and brought it to Santa Rosa High Schools two years ago. The program is aimed at 9th graders, and encourages them to stay in school, particularly high school. They use various proven methods to get the point across to the students, explaining that what you do in high school determines what doors are open or closed to you.



One exercise is a “money exercise” that assumes you are a drop out and get a job at McDonalds, Burger King or Taco Bell. In this exercise, the student is given “monopoly” money for his wages. They are very surprised when the first expense to come out of their average \$1,550 gross pay is \$270 for the tax man...then there’s rent at \$730, utilities at \$250 (what, you mean you have to pay for that stuff?), food, toiletries, etc. at \$350...oops, we just went over our gross pay and still haven’t paid for cell phone, car, gas, insurance, etc., etc., etc.



Another exercise is a timeline of your life in the form of a scroll that is about 20 feet

long when unspooled, about 8” of that representing your 4 years in high school....then there’s the rest of your life, perhaps 70 plus years...and especially retirement, that you have to fund with what you’re making after high school, assuming you finished high school. All in all, they get the message...and that is, **THE NEXT 4 YEARS OF YOUR LIFE DETERMINE WHAT HAPPENS TO THE REST OF YOUR LIFE!!!** And, it’s pointed out that it’s never too late to undo mistakes, especially while you’re still in high school.

According to feedback from student surveys, they think the program is working, with over 85% of the students claiming they “got the message.”

They are a cadre of 24 volunteers spreading the word among high school students, and are looking for more volunteers, especially Rotarians, he said tongue-in-cheek. Contact Keith or Robin at North Coast Builders Exchange if interested. Their phone number is (707) 542-9502.



The Closing Bell

President Aleia thanked Keith and Robin for the informative and entertaining talk and, per our custom, stated that our club will be making a donation to Polio Plus on their behalf. Our well organized **President** then rang The Bell at 1:30 p.m. and wished everybody a great afternoon.

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).

#64: Campaigning Prohibited

One of the interesting bylaws of Rotary International provides that "No Rotarian shall campaign, canvass, or electioneer for elective position in Rotary International." This provision includes the office of district governor, Rotary International director, RI president, and various elected committees. The Rotary policy prohibits the circulation of brochures, literature, or letters by a candidate or by anyone on behalf of such a candidate.

After a Rotarian has indicated an intention to be a candidate for one of the elective Rotary offices, he or she must refrain from speaking engagements, appearances, or publicity that could reasonably be construed as furthering his or her candidacy. The only information that may be sent to clubs relating to candidates for an elective position is that which is officially distributed by the general secretary of RI.

A Rotarian who becomes a candidate for an elective position, such as district governor or RI director, must avoid any action that would be interpreted as giving him or her an unfair advantage over other candidates. Failure to comply with these provisions prohibiting campaigning could result in the disqualification of the candidate.

In Rotary, it is believed that a Rotarian's record of service and qualifications for office stand on their own and do not require publicity or special promotion.



SEBASTOPOL ROTARY CLUB

Member Profile

Michael Hixson – Badge No. 72



Classification
Online Retail - Child Safety

Joined Sebastopol Rotary
2005

Sponsor
Tom Lambert



Educational Background: Bachelor of Architecture, Ohio State, 1983
Master of Architecture, University of Illinois at Chicago 1986

Personal Background:

Born 1961

Married to Daranee Petsod

Daughter Alison, age 16 and son Jack, age 14.

Personal Interests & Hobbies: Travel, Sports, Family.

Employment Background:

20 years as an Architect, 2 years as Inventor, 7 years as a small manufacturer, 5 years as an online merchant.

Rotary Leadership Positions: Board of Directors, Appleknocker Editor, Webmaster

What Rotary Means to You: A great way to be involved in the community.

Favorite Rotary Service Project: Teacher Mini-Grants

Who have you sponsored as a Rotary Member?: None

Volunteer Opportunity: Jackie Moreira has been pulling together the Membership Moments items for our AppleKnocker. She is momentarily indisposed with Crab Feed responsibilities. What great Rotary Organizer would like to take this on for awhile? Please respond to Yvette Williams van Aggelen, Bob Rogers or Tom Boag.

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**

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- 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.

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Company Name: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

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

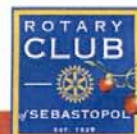
Type of card ☐ VISA ☐ Mastercard Number: _____ Ex. Date: _____

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

Sebastopol Rotary SUNRISE, Cajun Zydeco Festival, September 10, 2011
See website at <http://www.rotarycajun.com/>



Event Sponsors



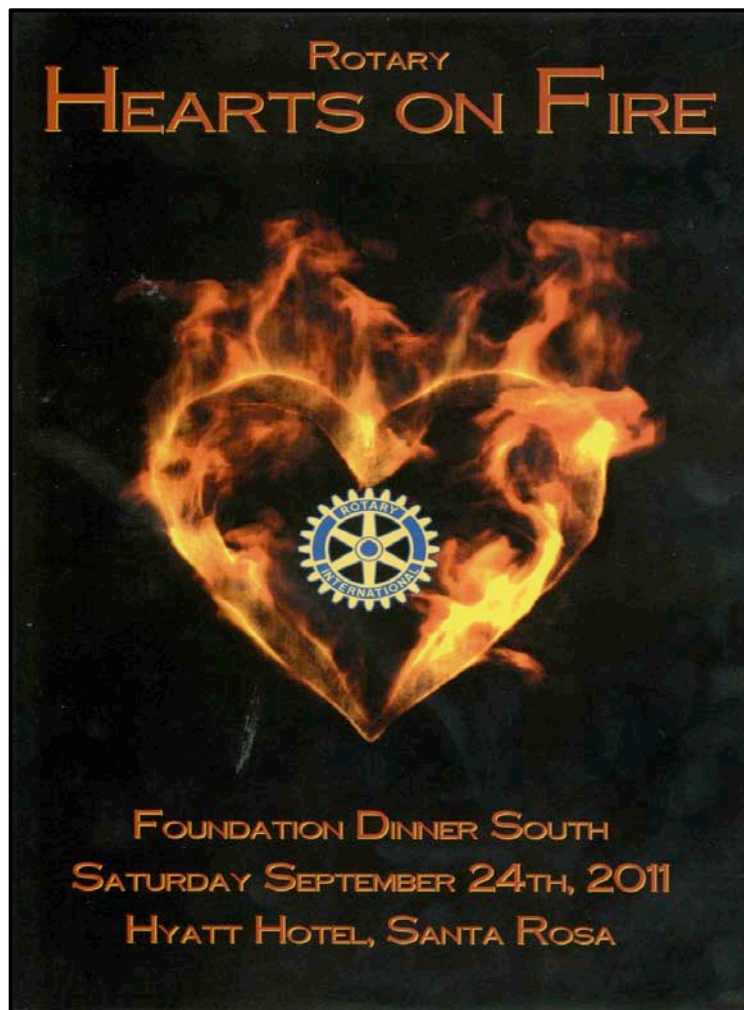
Will Smith - Wine Country Group Realtors

Special Guest appearance this year by Grammy Winner, the Queen of Zydeco - Queen Ida

The 16th Annual Sebastopol Cajun-Zydeco Festival
September 10 2011 - Cajun Food and Zydeco Music
11:30 am to 7:00 pm - gates open at 11:00 am

Video from last year's Festival





Hearts on Fire

Event: Rotary Foundation Dinner South

Date: Saturday, September 24, 2011

Where: Hyatt Hotel and Spa
170 Railroad Street
Railroad Square, Santa Rosa

Black tie optional, red dresses welcomed

Cost: \$75

6:00 PM Doors open - no host cocktails

Keynote speaker: Past RI President, Rick King

RSVP online at
www.Rotary5130.org

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