



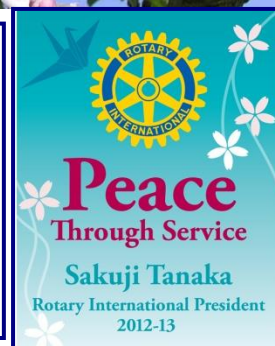
The Appleknocker

Sebastopol Rotary Club's Weekly Bulletin

Stuart Heal, PRID -- Rotary Viewed from Down Under



Date: September 14th, 2012
Volume: 2012/13—Issue E11-11
Scribe: Mike Carey
Photography: Jack Dunlap
Editor: Tom Boag
Club President 2012/2013: Edwin Wilson



"All the News that Fits We Print"



Before the Bell

New Members David Woodruff, Jack Dunlap (Roto Photo Shooter this issue), and Maurine Doerken (Scribe last week) were seen doing what Green Badge holders do – that is, hover around the badge box gathering signatures.

President Edwin was standing by for his entrance.



At the Bell



Following the flag salute and a stirring rendition of "God Bless America", **Dennis Judd** offered the following as the Thought for the Day:

"As Rotarians we continue to strive and make our world a better, safer, and healthier place to live in. I feel it is even more important that we all continue to do our best in these efforts, especially in light of the recent hate and violence that has led to the murdering of our embassy officials in Libya (followed by a moment of silence in their memory) –

REMEMBER, WE CAN AND DO MAKE A DIFFERENCE."



Visiting Rotarians and Guests



John Blount introduced visiting Rotarian and past Rotary International Director Stuart Heal, his wife Adrienne and son Matthew. Also recognized were Dale Ann Knight, District Foundation Director and 2012 District Rotarian of the Year, and Assistant District Governor Linda Johnson. The Sebastopol Sunrise Club was well represented by Kathleen Shaffer, Linda Johnson, Dan Needham and David Mark-Raymond.

Future Programs

September 21st
Speaker: Scott Holder
Program: Into Thinner Air – A Rotarian's Pursuit of the Seven Summits
Host: Tim Moore
September 28th
Program: Wait Wait... Edwin's Turning 50



October 5th
Speaker: Bill Fusco
Program: SSU Athletics (Tentative)
Host: Mike Carey

October 12th
Speaker: Tim Delaney
Program: Carrier Landing! (Tentative)
Host: Barbara Beedon

October 19^h is Lobster Feed Setup

October 26th
Speaker: Chief Jeff Weaver
Program: Sebastopol Youth
Host: Keller McDonald

November 2nd
Speaker: Mike Horak
Program: Pathway Home

November 9th
Speaker: Jeffrey Gospe
Program: GSE France
Host: Mike Ferguson

November 16th
Speaker: Dr. Joe Serra
Program: Polio
Host: John Blount

Future Events

Lobster Feed is October 20

Saturday - O'Reilly's under the tent

Miscellany

Next Board Meeting

Location: Sebastopol Senior Center
Date/Time: Wednesday Sept. 19th, 5:45 p.m.
 (It is still the 3rd Wednesday of the month.)

MAKEUP NOTIFICATIONS – Send to Jack BLASCO
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

Steve Prandini introduced his wife **Rosanne** and two other guests, Kathy McCarty and Sylvia Brown [Sylvia Majoni-Brown in Zimbabwe -Ed.] (both will be featured in the next segment). **President Edwin** introduced first-lady **Diana** and



Jacobs re-introduced attorney Elizabeth Tiarks, who still hasn't been chased away by recent goings-on.



Yvette Williams van Aggelen welcomed guests John Eder and Marcia Sue Lustig, a candidate for Palm Drive BOD. **Ken**

Announcements

The fast-approaching LobsterFest-Feast drew plenty of attention. **Jackie Moreira** has reached the point of being "Lobsessed" with the "deTAILS" and **Meredeth Bertacco** reported on table sales.



Richard Power is still seeking corporate sponsors for the event and thanked **Bill Facendini** for his efforts in that regard. **Dan Rasmus** pushed for more silent auction items; Rotarians

should contact **Dan** or **Liz Schott**.

Jack Blasco unveiled his latest inspirational message regarding clean-up opportunities and the inalienable right to make a profit ('clean up') from any post-feed floor findings (while keeping the fun in fund-raising).



Last week one of the auction items was highlighted, a vacation at the **Mayhew Mount Shasta 'cab'n mansion'**; this week the **Ewald Montana resort** was featured.



Flu shots for Rotarians are available (\$25; those with Medicare no charge) at the September 28 meeting. Sign up now!

The Rotary Foundation Dinner is scheduled on October 6 at the Flamingo Hotel in Santa Rosa.



Returning Member: Karen Webb



Members were glad to hear that **Karen Webb** would be able to re-join the club. As **Gene Nelson** laid out the steps that **Karen** would be facing in her re-entry, he was especially enthusiastic about the last of the “Three B’s” she would receive: a (Rotary) **Book**, a **Badge**, and a **Bill**.



Recognitions



\$5 birthday fines went to **Katy Spyka** (celebrated on the beach in Santa Cruz), **Maurine Doerken** (at the Jersey Shore) and **Andy Russell** (surfing somewhere --and taking his kids to the dump....or did he say dumpster-surfing?). **Ron Puccinelli** was tagged \$5 for the more traditional birthday bash but **Karen Daniels** had to endure the \$5 hit and an off-key ‘Happy Birthday’ tune, since the meeting fell on her birth-date (or vice versa).



Fickle Gene Nelson was in a pickle when he was ‘seen’ in 49er garb (including a red/gold Mohawk) shortly after showing up a week earlier as a Packer/cheese head. While the photo showed **Gene’s** neck in an awkward position (almost as if the pic was doctored), **President Edwin** explained that this stiff neck occurred because **Gene** made the switch so quickly (“Wisconsin Whiplash”) after the Green Bay beat-down. The **Prez’s** fine was a minor setback for **Gene**, compared to his loss of Packer pride.



Meredeth Bertacco was tagged for \$5 for failing to provide the **Prez** with ClubRunner information, despite past pleas.

Henry Alker, **Ted Baggett**, **David Woodruff**, and **Sarah Gurney** were \$5 poorer because they did not know the Rotary “Song of the Week”, as **hidden** [Hey! It’s right in your face! -Ed.] in the ClubRunner. Their attitude towards the **Prez** is best summarized by the first two lines of Chicago’s “Dialogue” (the song that cost them so dearly):

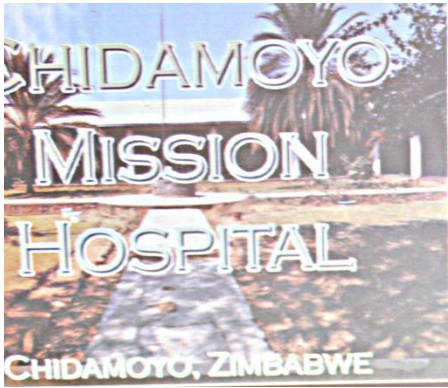


*“Are you optimistic about the way things are going?
No, I never even think of it at all!”*





Special Recognition



Steve Prandini stepped to the podium to welcome Kathy McCarty, RN, MSN, NsD, and have her update the club about her work in Zimbabwe. Kathy is the clinical director at the Chidamoyo Mission Hospital, a 100-bed care center with three MD's (including one from Santa Rosa). Kathy has been a major part of this endeavor since the early 1980s. The Sebastopol Rotary Club has been a key supporter of her efforts, beginning with a club grant that was matched by Rotary International. The most recent improvements made possible by Rotary include a truck that doubles as an ambulance and an increase in available pediatric beds from 10 to 25.



Kathy publishes a regular newsletter [Check out "Kathy's Letters" at http://www.chidamoyo.org/view_letters -Ed.]

updating readers world-wide regarding the Chidamoyo Hospital, giving special recognition to **Steve Prandini** and **Mike Long** in her most recent issue. Kathy and Sebastopol Rotary were mentioned in a 2011 New York TIMES article about the efforts in Zimbabwe. [NYTimes 12/19/2010 -Ed.]



Kathy noted that at Chidamoyo over 4,000 patients are receiving HIV drug treatment and the hospital averages 150 births a month.

Joining Kathy as a guest was Sylvia Brown, originally from Zimbabwe but now an RN at Santa Rosa Memorial Hospital for the past 10 years!

Mike Ferguson presented Kathy with a Paul Harris Foundation award for 'service above self'.



🍎 The Raffle 🍎

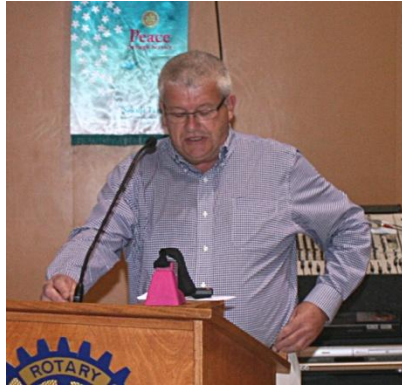
Somewhat appropriately (after his earlier speech about keeping the 'fun' in 'fundraising'), not only did **Jack Blasco** have the right ticket, he picked the right card. Instead of pocketing the three-figure winnings, he turned this over to the Rotary Education Foundation.



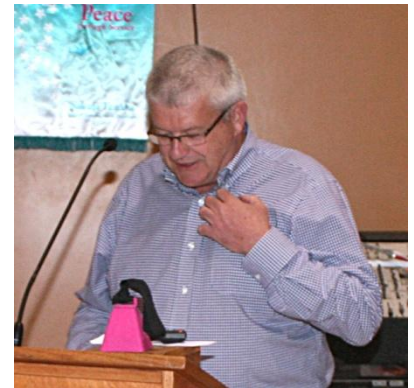
🍎 Program – Stuart Heal, PRID – “Rotary Viewed From Down Under” 🍎



Say what you want about **Past RI Director John Blount** (and we pride ourselves on saying it here as often as possible), he delivers when it comes to big-time presenters. His spies discovered that Past Rotary International Director Stuart Heal was vacationing in wine country and booked/hooked him. The program was a veritable history of Rotary, what Stuart thinks the future holds, and the potential for making Rotary even more special.



The Cromwell, New Zealand native was CEO of the largest agricultural co-op in the world, one that brought in as much as \$365 million a year. Stuart discovered Rotary through the group exchange program in the mid-1980's, an experience that brought him to Nigeria. It was his initiation into communities working together. Once a Rotarian, he noted that there are some clubs that get

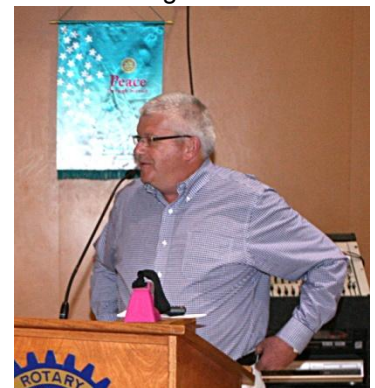


bogged down in small, local details (rules, menus, etc.) --resulting in “RHINOS” (Rotarians in Name Only). Instead, he pointed out that the emphasis needs to be RI's “Sir Name” --INTERNATIONAL. He then went on to show how RI has changed world-wide: 43% of Rotary clubs are in the Asian-Pacific region today. One of his biggest concerns is that we are losing a generation (today's youth) in Rotary. He shared that when the devastating earthquake (February 2011) hit his home country, it was the youth in the neighboring communities in and around Christchurch who rallied the efforts and provided support and services. He called it a veritable 'student army', organized primarily via Facebook.

Ignoring these two mega-trends (how Rotary's influence has shifted geographically and how the next generation is not part of the current RI) could make Rotary 'irrelevant', despite all of the past accomplishments.

Here are his “Down Under” Rotary Rules:

1. Do what YOU want to do.
2. Use rules to solve, not create problems.
3. Do it with the next generation (get them involved)
4. Remember Nigeria (his personal mantra: Service Before Self)
5. It's about people, it's about people, it's about people.
6. Cowboy logic: Don't get mad at someone smarter than you; it's not their fault.
7. Laugh.



Stuart also offered his core values for Rotary:

1. Service --find more opportunities.
2. Fellowship --it's more than friendships, it's a sense of community.
3. Diversity -for example, women still represent only 17% of membership; the sharing of diverse views.
4. Integrity - People trust the (Rotary) pin we wear; act that way.
5. Leadership - are we doing enough to help the next generation? According to Stuart, everything else is up for grabs. In the U.S. there are 30,000 fewer Rotarians than a few years ago. In part, this is due to a loss of relevance, costs, and out-of-date directions.

He noted that there is an over-emphasis on Rotary 'attendance', when the measure should be 'participation'.

Rotarians have magnificent stories to tell, but we are not very good about telling them. The world needs to know what we do.



The Final Bell



President Edwin thanked Stuart Heal for his presentation and awarded him a donation in his name to The Pathway Home, serving Iraq and Afghanistan vets transitioning back into society.

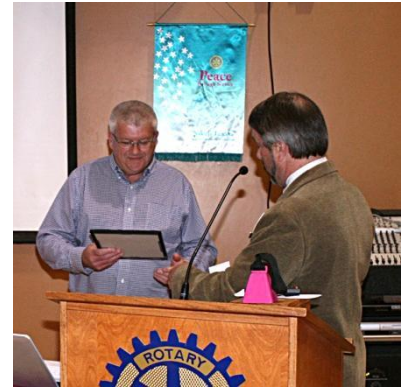
He wrapped up the meeting with a thought for the times:

"It has been said that politics is the second oldest profession. I have learned that it bears a striking resemblance to the first." (Ronald Reagan)

...and then rang the "bell", ending the meeting.



After The Bell



[We have been advised by **A. LOYAL READER** that, since July 6, 2012, the AppleKnocker title block has been incorrectly listing **Edwin Wilson** as **Club President 2011/2012**. This is incorrect. We, the Editor of this rag, wish to apologize to **President Edwin** for this error and advise all readers that this is a new Rotary year, 2012/2013 – and that your attendance records in the ClubRunner database are correct per RI Procedure 2011/2012-2012/2013, Subparagraph **CRR**. <http://www.timeanddate.com/calendar/gregorian-calendar.html> . ??'s Call **Jack Blasco**. -Ed.]

NEXT WEEK's PROGRAM – September 21 SCOTT HOLDER

"Into Thinner Air: A Rotarians pursuit of the Seven Summits": The Seven Summits has long been regarded as the most coveted accomplishment in mountaineering. The Seven Summits are comprised of each of the tallest mountain peaks of each of the seven major continents and was first conceived of in the early 1980's by Dick Bass who completed the task in April of 1985. To date, fewer than 300 mountaineers have achieved this prize.

Follow along as Scott recounts his recent climbs on the summits that represent North America (Denali, aka Mt. McKinley 20,320') and South America (Aconcagua, 22,840'). These peaks located in Alaska and on the border of Chile and Argentina are very similar and yet very different. We will go from ski planes to mule rides as we travel into thinner air!



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)

#34 Club Singing


Harry Ruggles was the fifth man to join Paul Harris in the conversations that led to the formation of the first Rotary club in Chicago in 1905. Harry was a fellow who enjoyed singing, and this was a popular activity at the turn of the century. At an early meeting of the fledgling group, Harry jumped on a chair and urged everyone to join him in a song.

Group singing soon became a traditional part of each Rotary meeting. The custom spread to many of the clubs in the United States and is still a popular fellowship activity in the Rotary meetings of such diverse countries as Australia, Japan, Nigeria, New Zealand, and Canada. Some clubs sing a national song as the formal opening of the meeting. Social singing, however, is seldom found in the Rotary clubs in Europe, South America, and Asia.

RI Reading: Weekly Update – NEW GENERATIONS MONTH






CLICK HERE:


<http://echo4.bluehornet.com/hostedemail/email.htm?CID=20375319504&ch=E934EE8CE16359B37F67F4522B1197E4&h=74615d61b58aa90a52f0c75b8549622a&ei=TajFyHLN1>

 ROTARY INTERNATIONAL

14 September 2012

Weekly Update *A roundup of Rotary news*



Youth Exchanges build peace

An Australian Rotarian helped launch the Youth Exchange program in Japan 50 years ago, after speaking at the RI Convention in Tokyo on the need to build friendships and cultural understanding. For New Generations Month:

- [Read the story](#)
- [Watch "A Fabulous Experience"](#)
- [Enter a postcard contest](#)
- [Read how a youth exchange shaped Ivan Vianna's life](#)

In other news

[RYLA veteran gets with the program](#)
A major in the U.S. Army Reserve, Steve Melton has served RYLA in almost every capacity.

[Former Rotary Peace Fellow a defender of children](#)
Katia de Mello Dantas works to prevent child sexual abuse, trafficking, and abduction.

[Show your support for polio eradication](#)
Sign a petition and join us in encouraging governments of the world to fund the final push to end polio.

Announcements


[What are the benefits of a vocational training team?](#)
Past District Governor Philippe Lamoise shares his experiences in *Rotary Leader*.

[What is your Rotary Moment? Share it with us on Rotary Voices](#)


[Enter our Interact postcard contest](#)

[Find out why Puerto Rican singer Nydia Caro decided to help Rotary end polio](#)


Resource guide



[Interact: Make a Difference DVD/CD](#)
Inspire Rotarians to sponsor an Interact club and encourage young people to join.



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



[Rotary Video Magazine Collection 5](#)
This set of three DVDs features more than 10 videos of Rotary's work around the globe.

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](#).

SCARC DINNER MEETING

Thursday, September 27, 2012

Hosted by the Rotary Club of Santa Rosa

No host R & R ... 6:00pm ... Dinner Meeting begins promptly at 7:00pm and adjourns at 9:00pm.

Discussion Topic: "Marketing Rotary in Sonoma County"



Come share your ideas on how to get the word out about our great organization.

Cattleman's Restaurant, 2400 Midway Drive, Santa Rosa CA 95404

Cost: \$35.00* (*Price does not include alcoholic beverages)

A Reservation Made is a Reservation Paid.

No shows will be responsible for full amount.

RSVP to: Jackabercrombie@sbcglobal.net or 538-4770

Reservations a must by: Thursday, September 23rd

SCARC DINNER - SEPTEMBER 27:

Attached please find a revised flyer for the September meeting of the Sonoma County Association of Rotary Clubs, which mentions the no-host cocktail hour from 6-7 PM. If you are interested in attending please make reservations directly with the RSVP address listed in the flyer. (From Jack Blasco)

JUST A REMINDER: GET YOUR FLU SHOT before it's too late

- Remember to get your flu shot. It's the best way to help fight this uncompromising virus and enjoy a healthy flu-free season.
- The flu is much worse than the common cold — or winter bug. When it hits, the uncomfortable symptoms can disrupt your life for days...
- But, you can protect yourself. A flu shot now will give your body time to develop immunity before flu season begins. It's the smart way to protect yourself against the flu.
- Remember, you cannot get flu from a flu shot. The vaccine is made from inactivated or "killed" flu viruses, which are not infectious.
- Influenza vaccine should not be administered to anyone with a history of hypersensitivity to eggs or egg products. As with any vaccine, vaccination may not protect 100% of all susceptible individuals. The most common side effect is soreness at the injection site for up to two days. Less common side effects are fever and fatigue.

FLU SHOT CLINICS HERE - on these days!

Date: _____ Time: _____
Date: **9/28/12** Time: **Rotary Club Meeting**
Date: _____ Time: _____
Date: _____ Time: _____
Date: _____ Time: _____

Pneumonia Shots Available

Sutter Visiting Nurse Association & Hospice



Don't forget your flu shot.

Flu Shot →

9/28/12 Meeting

LOBSTER
FEED IS
OCTOBER 20

ROTARY CLUB OF SEBASTOPOL

LOBSTER FEED

live and silent auction

SATURDAY
October 20, 2012

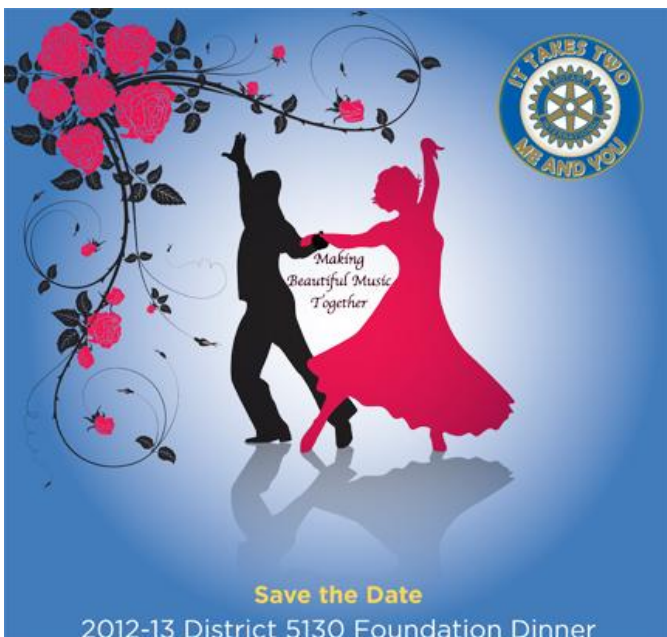


4PM — 10PM
O'Reilly and Associates Media
1005 Gravenstein Hwy, North

SEBASTOPOL

Tickets for this fabulous event are \$100.00 each.
Contact Meredith Bertacco at (707) 484-2237.

Proceeds of this exclusive fundraiser will benefit local community and international projects.



Rotary Foundation Dinner **South** – \$65 – Saturday, October 6, 2012

Get Information -- [CLICK HERE:](#)

<http://www.eventbee.com/v/rotary5130/event?eid=949824362>