

THE ACORN

THE ROTARY CLUB OF FAIR OAKS



POURING BEER AT THE CHICKEN FESTIVAL



The Rotary Club of Fair Oaks

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Weekly Meetings

We Meet Almost Every Monday Evening

Pre-Meeting Social 6:15 - 7:00 PM

Dinner & Meeting 7:00 - 8:30 PM

Location: Fair Oaks Community Clubhouse

7997 California Avenue

Fair Oaks

Visitors are Welcome





Maria Ravera

The Sacramento Bee

Vice President of Audience Development



This week, **Maria Ravera** from the Sacramento Bee came to talk the Rotary Club of Fair Oaks about all the newspaper has to offer. Maria has been with the paper for more than 20 years and she works as the Vice President of Audience Development at The Sacramento Bee. She explained that while most of us are familiar with the daily newspaper that the Bee publishes, there is still so much more that the company has to offer its more than 3 million readers worldwide.

Did you know...?

- Aside from their daily paper, the Sacramento Bee prints magazines such as Market Value Place (MVP), a monthly pet magazine and a Spanish magazine, Vida en el valle.
- Along with your Sacramento Bee subscriptions you have online access to breaking news stories, an extensive photo gallery, videos and over 100 databases to satisfy your inquisitive-self.

Did you know...?

- The Sacramento Bee has a mobile app? Well, they do! And it will alert you to breaking news and updates, as well as give you access to news stories online.
- They even made a special format for your tablet! Reading the special e-Edition of the newspaper on your tablet shares the news in more of a magazine format and allows you to like, share and save articles you enjoy.
- You can sign up for specialty newsletters that cover topics such as: food and wine, moms, state workers and pets.
- The Sacramento Bee is also a commercial printer for newspapers in Modesto, Grass Valley and Marin as well as printing certain ad inserts.
- And just when you thought they could not be a more diverse company... They are also a delivery service! Yup! And they don't just deliver the Bee. They also deliver publications like the New York Times, Wall Street Journal and USA Today (just to name a few).

Who knew the Sacramento Bee did so much to make news of all kinds so accessible to the community? Maria explained that the newspaper has four main tenants: (1) Create connections through the sharing of local stories and hometown heroes, (2) Watch the powerful and write powerful investigative reporting pieces that create change, (3) Be interesting by sharing stories that you might not think of as news (like the dogs at the airport that are supposed to help reduce the stress of traveling), (4) Save customers time and money with the use of ads to promote businesses and products as well as provide coupons and promotions. With these four tenants as the paper's anchor, the Sacramento Bee will continue to move forward and provide a wide variety of news in a wide variety of ways so as to meet the needs of a wide variety of people.

Reporter: Mary Cate Gustafson

THE PEANUT CONTEST



Levi Dougan wins the peanut contest

At the Chicken Festival, we had a “Guess the Number of Peanuts in the Peanut Jar” contest. The prize was a very nice beer mug. (We were, after all, selling beer.) There were 821 peanuts in the jar. The winner was the distinctly underage Levi Dougan, shown above with his parents **Paul and Geri Dougan**. Levi guessed 827 peanuts and no one else was even close. Levi is shown below with his brand new beer mug.

Levi demonstrated exceptional situational awareness for someone so young by paying a happy fine – for winning the beer mug and the contents of the peanut jar – all 821 peanuts less any peanuts that Jim Cralle might have eaten when he was emptying the jar.



GAMING THE SYSTEM

For years, a few of the more clever members in the club have been seeking ways to game the prize drawing that is held every meeting. Gaming strategies include:

- The ever-popular ticket bending, which causes the ticket to take up more space in the box and therefore be more likely to be chosen. This strategy was somewhat successful for decades but there is now a trend to automatically reject bent tickets.
- Arriving late for the meeting. Late arrivals put their tickets in last, which means that these tickets are on top and statistically more likely to be chosen. For this gaming strategy to succeed, the president must do a poor job of mixing the tickets, which, alas, is often the case.
- Confiscating surplus tickets. Sometimes members and guests leave early and leave their tickets lying on the table and.....

This week, **Buzz McClain** garners special recognition for a bold and clever new strategy for gaming the weekly raffle. Buzz waited until the drawing was actually underway before sneaking up to the front of the room and dropping his ticket into the ticket box, thereby placing his ticket on the top of the pile in the box and maximizing his statistical chances of winning a free dinner.



ANNOUNCEMENTS, ETC



Above, guest **Judy Blatchford** shown above with her husband and long-time member, **Charley Blatchford**. Our Rotary Youth Exchange student from Denmark, Stine Nikolajsen is on the right.



Ron Adams (that's Ron on the left) provided an update on the international water project. All of the Rotary clubs in Lebanon (there are 24 of them) have teamed up in an effort to bring clean water to every village in Lebanon. Club participation is being organized and a matching grant from Rotary International is being pursued.



Cliff Strahley (left) will be leading the Madison Avenue clean-up work party on October 10. The Bella Vista Interact Club, with some assistance from club members, picks up all of the trash along Madison Avenue, from Kenneth Avenue to McKay Street. This is done two times per year. If you would like to participate, contact Cliff or Maggie Hoy for more information.



Marlow Simonetto (chairperson for Fair Oaks Uncorked) announced that we now have over 30 bottles of wine for the Wall of Wine contest. Please continue to donate bottles of quality wine for the Wall of Wine.



Bonnie McClain reminded everyone to sell Uncorked tickets – and also mentioned that the Fair Oaks Brew Pub will be pouring beer at Fair Oaks Uncorked this year – in addition to the ten or more excellent foothill wineries that will be pouring wine at the event.

MORE ANNOUNCEMENTS, ETC



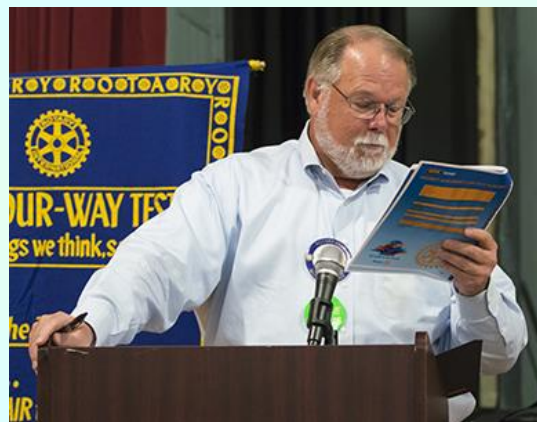
Linda Aseltine

Career Day at Bella Vista High School will be held on October 6. Volunteers are needed to direct traffic in the parking lot and to help out in the campus Library where the 70+ speakers will assemble before going to their assigned classrooms.



Dawn Abatemarco

Launched a beverage survey. Tired of the same old stuff at the bar? Send Dawn an email with your suggestions. For example, you might request more beverages without caffeine, alcohol and corn syrup.



Bill Wagner, Little Genius

Campout Photos (Space Fillers)



THE CHICKEN FESTIVAL

If you didn't make the chicken festival this year, you missed a beautiful day and a lot of fun. Although a number of us weren't exactly up with the chickens, it felt close enough that early Saturday morning. Setting up the area for microbrew tasting is an exercise in teamwork. If you have not experienced the joy and challenge of setting up the various awnings we use, you are missing out. It's necessary and fun to duct tape and otherwise do "orthopedic repairs" to some of the old awnings we utilize. Even one of our mascots, a metal chicken, needed some "medical attention" in order to be able to stand up. Perhaps it had had a rough night, the night before. Nevertheless, It all came together well and we sold a lot of beer to a lot of happy and satisfied customers. I thought the band was great. Apparently, they also play heavy metal, but I was happy that they chose to use their acoustic instruments for the chicken festival.

This year we didn't get rained out and it was even a little on the hot side. I thought a lot of the arts and crafts were high-caliber. It's always fun to look at the artist's personalities and at the same time to look at the work that they create. I imagine that there is often a similarity between the feel of their artistic creations and their personalities. There was a wide range of wares for the patrons including paintings, pottery, jewelry, turned wooden bowls using a lathe, and also fortunately our own Tupperware lady was there to help us carry home our purchases. There was a lot of good food and I was grateful for the "shave ice" vendor which cooled me down a bit. There were a ton of kids of various ages enjoying their special area in the park that we utilize for the Thursday night summer concert series.

Many of the attendees acquired a warm glow as the day went on, with the help of the beer and ample sunshine. Much of the time we had too many Rotarian volunteers, which was a pleasant challenge to deal with. Over the years the chicken festival has become like a mini United Nations and I enjoy the multi-cultural character. We all showed our commitment to our club's addition to the "four-way test", namely our desire and commitment to make sure that we all have fun as we try to make the world a little better.

Reporter: Cliff Strahley



PHOTOS: CHICKEN FESTIVAL



Happy Customers (Above)



Just in case you've ever wondered, "How many Rotarians does it take to tap a keg of beer?", we have an answer for you: It takes two Rotarians, one non-Rotarian bartender and two customers who actually know what they are doing. The total time needed to tap the keg, which by all accounts is a simple operation, is unknown, but we're guessing ten minutes – and it was the customers who provided the key information (e.g. turn the tap clockwise to screw it into the keg) that made it possible for the three bartenders to complete the job before nightfall. Was the proverbial "sampling the wares" the cause of the problem? Probably not, although it may be necessary to taste the beers one is pouring, often repeatedly, to provide proper guidance for the customers who spend their hard-earned cash on little cups of our great beer.



