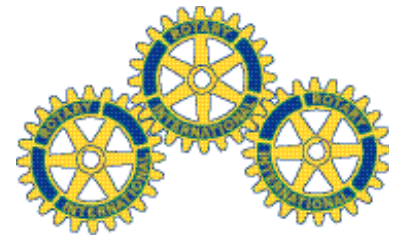




Santa Rosarian



LOCAL • DISTRICT • INTERNATIONAL

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February 9, 2011

EDITOR: Layne Bowen

OUR PROGRAM FOR FEBRUARY 16TH:

LIFE ACROSS AMERICA

LARRY FREDERICK'S INSPIRING JOURNEY HELPING OTHERS

FLAMINGO RESORT HOTEL, WEDNESDAY, 12:00 NOON



High in the Rockies: Larry Frederick and daughter Adella

Forty years ago, after serving his time in Viet Nam, Rookie Cop Larry Frederick earned the Oakland Police Department's Medal of Merit attempting to save the life of a drowning victim. Twelve years later—after an exemplary career in law enforcement—he was struck by a drunk driver who struck him at 65 miles per hour as Larry was talking to a stopped motorist. It took nine major surgeries and more than 100 pints of whole blood to save his life and repair his massive injuries. His law enforcement career was over, but after extensive rehabilitation and physical therapy, vocational rehabilitation brought him to Sonoma State, where he majored in management and marketing. By the time he graduated he had found his mission in life and an advocate for those who needed help as he had...to touch and inspire people with his message of courage, hope, and personal triumph. Don't miss this inspiring story of his commitment to blood drives, children's charities, his Miracle Bike Rides across America, and his remarkable fund-raising abilities

www.santarosarotary.com

UPCOMING PROGRAMS....

February 23, 2011: Children's Village—Diana Estrin

March 2, 2011: "Speed Dating" with Don McMillan

March 9, 2011: Dr. Joseph Clendenon and Childhood Obesity

CHECK OUT THESE LINKS

Visit our website at www.santarosarotary.com

See what [Club One](#) is all about

Visit [Rotary International](#)

Don't miss this video:

<http://www.lifeacrossamerica.com>

You can sponsor the next
issue of The Santa Rosarian

See Layne Bowen
to find out how!

OPENING CEREMONIES

The Pledge was led by proud USC alum, **Bob Higgs**. Bob, is it true that the USC marching band only knows the one song? Just asking? :)

The Invocation was presented by **Matt Fannin**. Matt started off with an interesting quote attributed (rightly or wrongly) to Ralph Waldo Emerson and then shared a heartfelt prayer.

VISITING ROTARIANS

Visiting Rotarians included: AG David McDonald, Maureen from Vermont and Salvation Army Captain Jonathon Harvey from Fairfield.

GUESTS OF ROTARIANS

Nancy Shepherd, Penny Tibbets, Daniel Webb and from GSA Deborah Holden & Linda Powers.

LET'S GET GOING, FOLKS!

\$60 for 60 Years!

President Don announced that—so far—only 8 tickets out of 100 have been sold for his 60th birthday fundraiser for the World Community Service Committee. Even though the event is months away, Don requested that tickets be purchased now so that our club can fund the World Service projects that are in the works. **Casey D'Angelo** shared some of the projects that WCS has already funded—two Shelter Boxes, a Rwanda joint club project and an Adopt a Village project in Bangladesh. Casey also shared that the committee has designated Project Amigo as our “anchor project” that the committee hopes to fund and participate in annually. Other projects are also under consideration: a School Project in India as well as a joint project with a Turkish Rotary Club to perform surgeries in a small community that has a large number of people who suffer from an inherent physical deformity. Your \$60 is needed to help us to fund these important projects!

SUNSHINE REPORT

Eileen Carlisle announced that **Past President (1989-90) John Brown** is back with us today. It's always a better meeting when you're with us, John!

ROTARIAN MAGAZINE QUIZ

Past President (2006-07) Debi Zaft presided over the Rotarian Quiz and **Past President (1994-95) Steve Olson** deftly answered the question, the January 2011 Rotarian is dedicated to what three topics? Steve named them all because he had the foresight to write them down! Look for the February questions later in this bulletin.

RAFFLE

Tim Stewart presided over today's raffle. With \$510 in the pot, lucky ticket holder **Past President (2004-05) Yale Abrams** reached in and pulled out – a \$10 marble! Wait until next week as the raffle prize continues to grow!

ANNOUNCEMENTS

Our resident gaming czar, **Past President (2000-01) David Brown**, announced the winners of the Super Bowl “squares” competition. **Debra Smith, Gesine Franchetti & David Brown & Kathy Burger** won \$300 each with non Rotarian Doug Asker being the big winner of \$500. David announced that we all won the Super Bowl...the club netted a neat \$500.

Assistant District Governor David McDonald announced that the District Assembly is scheduled for Saturday, April 2nd. Check out the District 5130 website at www.theheartofrotary.org for details and registration. An all-star Rotary band will perform at the reception and dinner Friday evening before the Assembly. Cost for the reception and dinner is \$40. David announced that a Group Study Exchange from Japan will be in town for a gala reception on March 16th. The GTE team will tour the headquarters of the Santa Rosa Police Department and Memorial Hospital as well as other local sites. Volunteers are needed to provide lodging for one or more members for three nights.

Past President (2002-03) Will Haymaker hijacked a shipment of Girl Scout cookies and was moving them at a rate of \$10 per box. (Street value for a single box of cookies is only \$4). **Gesine Franchetti** (apparently feeding a cookie addiction) bought two boxes.

Bill Rousseau announced that he and **President Don** will be leading a pack of Rotarians in the Giro Bello. Some people will do anything to get out of actually working at the event! Go to the very cool Giro Bello website <http://girobello.com> to register.

RECOGNITIONS

Past President (1991-92) Wally Lowry pontificated proudly and eloquently about his granddaughter's sports

accomplishments and was fined \$10 (\$1 a minute?)

Blue Badges! The following Rotarians were presented with cool new blue badges to replace their “rookie red” badges: **Troy Carrington, Jose Guillen, Debra Smith, Carrie Ludtke and John Breazeale.**

President Don also recognized **Jose Guillen** for being a social butterfly flitting around the Superior Court judicial events for both retiring and newly-appointed judges. Not sure if a fine was assessed.....



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FOUNDATION ANNOUNCEMENT

The Local Rotary Club of Santa Rosa Foundation
Announcement:

Are you 70 ½ or older?

Do you have to take a mandatory distribution from your
IRA in 2011?

Do you need the income from the distribution?

Will the distribution bring you into another (higher) tax
bracket?

Would you like to avoid paying taxes on the distributions
that you have to take out?

Would you like to help support our local Rotary Club of
Santa Rosa Foundation?

Summary:

1. You must be at least age 70 ½ when the IRA distribution is made.
2. Maximum distribution (charitable) is \$100,000 per person.
3. Charitable donation will satisfy your RMD for the year. (Up to \$100,000)
4. Tax savings are realized by not have the RMD included in your Adjusted Gross income for 2011.
5. You will NOT receive a tax deduction for the distribution.

If your situation warrants, please consider making a contribution to the Rotary Club of Santa Rosa Foundation, your Foundation established to support needs within our local community.

AS ALWAYS, PLEASE CONSULT YOUR FINANCIAL
ADVISOR AND CPA BEFORE TAKING ACTION.

Rotary Club of Santa Rosa Foundation

PO Box 1513

Santa Rosa, California 95402

PROGRAM

Today's program featured Jill Kinney, co owner with her husband John of Club One, a premier fitness club. Started in 1991, Club One now has over 140 clubs in the U. S. Jill shared the vision she has that for her club to become a vital wellness and social center that serves each the community in a variety of ways. Club One strives to work in partnership with each community it enters to provide what amounts to a “privately owned community center”. In addition to the usual training equipment and swimming pools, Club One includes meeting rooms, separate children's areas, spa facilities and services, a variety of wellness and fitness classes. A large area for social gathering is also typical of a Club One facility.

Two years ago, Club One opened a 40,000 sq. ft. site in Petaluma that features an outdoor Olympic sized swimming pool, water slides, meeting rooms, weight training machines, ellipticals, and all other manner of fitness equipment. There are rooms for a variety of dance, work out and spin classes. A large staff of personal trainers are available to work with members to develop an appropriate program. There is also an onsite café operated by owners of local Petaluma favorite Beyond the Glory.

Ms. Kinney cited a few facts about the wellness/fitness industry and Club One in particular:

- 24 percent of the population is a likely buyer of a health club membership
- The 50 year-old-plus market is the fastest growing demographic sector
- Community health clubs—40,000 to 60,000 sq. ft. in size—operate on a 20 to 30 year business cycle.
- The Petaluma fitness center has generated \$1.6 million in new taxes, created 194 jobs and a total \$3.48 million in revenue.
- The Petaluma site offers rentable conference rooms and non-members can pay a flat fee to take individual classes.

Ms. Kinney reasons that in many cases a privately-owned, well-planned community center can serve the community more effectively and at less cost to a city than a publicly-

owned site while at the same time generating jobs and tax revenue for the community. A Club One is in the planning stages in Santa Rosa's Railroad Square area that could include a two-story club with senior housing in an additional three floors above the workout space. Stay tuned!

ROTARIAN QUIZ FEBRUARY, 2011

They're cheap to make, hard to detect and maim everyone they touch. According to UNICEF, how many land mines remain in the ground? Answer on page 35.

PROPOSED NEW MEMBER
Doug Johnson - Discovery Office Systems
Sponsor: **Jack Atkin**
Penny Tibbets - AAMGI Medical Group
Sponsor: **Jack Atkin**

*This week's photographer:
Thanks to Carrie Ludke for taking photos. Unfortunately, there was a camera malfunction resulting in no pictures this week.*

It's a NEW District Assembly

All topics based on Rotarian input • Fast-paced
Valuable to new & experienced Rotarians • Tasty food!

Friday, April 1: Reception & Dinner

Saturday, April 2: 8:30–4:45 District Assembly

Mendocino College • 1000 Hensley Creek Rd • Ukiah, CA
Post-Assembly Reception to be announced



DISTRICT ASSEMBLY
APRIL 2, 2011

VALUE IN NUMBERS!

With 10% of your club attending, get 10% rebate of total fees paid. 20% gets 20% back!
Earliest registrants get points toward 2011-12 "Distinguished Club" Awards!

SOME SESSION TOPICS:

Rotary Foundation Grants How-To
Social Media for Rotary Clubs
Best Practices for Directors
Leadership Team-Building
Volunteer Motivation
Websites & Bulletins
Fundraising Success
Club Growth
Public Speaking
Update on Rotary Regs
Public Relations Success
Extraordinary Committees
Rotary Foundation Programs
The Rotary Leadership Institute
International Service Opportunities

AND MORE!

See details and **REGISTER NOW:** www.theheartofrotary.org

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Cecil G. Humes, Treasurer
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