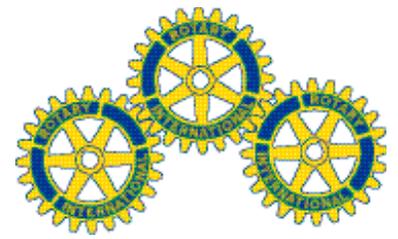




Reach Within to Embrace Humanity

# Santa Rosarian



LOCAL • DISTRICT • INTERNATIONAL

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EDITOR: David Brown

## OUR PROGRAM FOR MAY 9TH:

# DR. SILBERG'S MEDICAL INNOVATION

*MEMORIAL HOSPITAL'S CHIEF OF PLASTIC SURGERY INVENTOR & ROTARIAN*

FLAMINGO RESORT HOTEL, WEDNESDAY, 12:00 NOON



*Dr. Barry Silberg*

Our fellow Rotarian, and next week's speaker, Dr. Barry Silberg established his medical practice in Santa Rosa more than 30 years ago. He has not slowed down yet. He received his medical degree from the University of Texas, served in Europe for three years—Major Silberg in the U.S. Army Medical Corps—and then trained as a general surgeon under renowned heart surgeon Michael DeBakey at Baylor College of Medicine in Houston. A foremost plastic surgeon known for his surgical skills, he is recognized for his work in reconstructive surgery. He recently received approval to conduct Phase 2 studies of his latest

medical innovation to treat soft tissue infections to treat diabetics with severe lower leg infections—the focus of next Wednesday's presentation to Rotary.

[www.santarosarotary.com](http://www.santarosarotary.com)

### UPCOMING PROGRAMS....

**May 16:** Patty Tucker gives us "A good night's sleep"

**May 23:** Santa Rosa Police Chief Tom Schwedhelm

**May 30:** Effective Use of Social Media

### CHECK OUT THESE LINKS

Visit our website at [www.santarosarotary.com](http://www.santarosarotary.com)

Find out more about the [SMART Train](#)

Go to Giro Bello Classic: [girobello.com](http://girobello.com)

## OPENING CEREMONIES

**Bob Sorensen** led us in the Pledge of Allegiance to the flag of the United States of America and **Kim Murphy** shared a few inspirational quotes from the late John Wooden, legendary men's basketball coach at UCLA.

## VISITING ROTARIANS

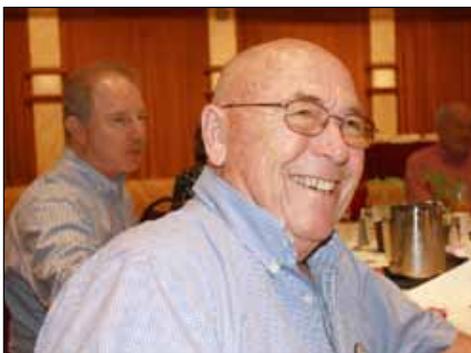
Our lone visiting Rotarian joined us today—a former member of our Rotary Club, Dan Erickson, now a member of the Healdsburg Sunrise Rotary Club.

## GUESTS OF ROTARIANS

**Craig Meltzner** introduced Elaine Walton and Barbara Kronenberg, owners of “Harvest for a Healthy Garden”. **Past Prez Kathleen Archer** brought along hubby Bill Archer, **Jim Johnson** introduced prospective new member—Shannon McConnell of Sonic.net, and **Vinay Patel** introduced his guest, Bill Sleeth. **Ted Wilmsen** introduced guest speaker Al Mascy and his partner, Pat deLambert, but the youngest visitor of the day was **Ryan Thomas's** seven-year-old daughter, Jocelyn. A warm Rotary welcome to them all!

## RAFFLE

**Karen Ball** announced that there was \$73 in today's pot and the lucky winner was **Past President**



**Rich de Lambert is a winner!**

**Rich de Lambert**

who pulled the white marble out of the bag. Congrats, Rich, don't spend all of it in one place!

## SUNSHINE REPORT

All is sunny with the exception of **Kerrie Chambers'** grandfather who is ill. Our prayers go out to Kerrie and her family.

## ANNOUNCEMENTS

**Mark Burchill** thanked the many Rotarians who came out last weekend to help the cause in the “Rebuilding together” project. He also announced the next Rotary Means Business gathering Thursday at the Sonoma County Air Museum.

**Carmen Sinigiani** asked for volunteers to hand out flyers for Rotary's the Giro Bello at other bike races and tours that are coming up around the county in the next couple of months before our major fundraising event on July 7th . If you missed the sign-up sheet that was going around, contact Carmen immediately: cdsinigiani@comcast.net or 545-3232.

**Past President Debi Zaft** announced the date of our Rotary Club's second and last fundraiser for the coming year—the 2nd annual **Casino Royale**—scheduled for Saturday evening, October 20th at the Agatha Firth Center in Windsor. Debi also read off a list of Rotarians who had read the latest **Rotarian magazine** and now eligible for the \$100 prize in late June. **Layne Bowen** correctly answered the magazine question of the week.

This year's debunking chair—Immediate **Past President Don McMillan**—announced that this year's **debunking extravaganza** will be held on Friday, June 29th at the Wikiup Tennis Club. A meeting of the debunking committee will be at 5 pm, Wednesday, May 9th, in Don McMillan's office. Contact Don for details or to volunteer for our club's salute to **President Marnie**.

## JIM BENEFIELD

At noon on Tuesday, April 24th, the friends of **Rotarian Jim Benefield** gathered for his memorial service at the First Presbyterian Church and overflowed the sanctuary. Jim's old friend Gaye LeBaron recalled his years as a very youthful U.S. Naval officer, his early years as a San Francisco/Marin news reporter

and up to Santa Rosa for his adventures with his bovine companion, Clo the Cow. As his blended family's sons & daughters mixed their tears with memories and laughter, we wondered if the Benefields and the Stromgrens were all comedians. At the Wild Oak Saddle Club reception many of us agreed it was the funniest funeral we'd ever attended.

Not too surprisingly, Jim spent his years in the Rotary Club of Santa Rosa on the public relations committee, working hard for media coverage of Sonoma County's first and largest Rotary Club. Hardly a week went by when our club wasn't mentioned in the media. Jim was a partner in the Benefield, Levinger & Associates, a highly recognized public relations firm in Santa Rosa well known for his creativity in the development of catchy slogans for "Clo the Cow", the hallmark of Clover-Stornetta dairy products. If you recall colorful billboards with slogans like "Splendor in the Glass", "Cowabunga", "Supreme Quart" or "Dairy Godmother"...just a few of Jim's unique slogans that called attention to Clover's dairy products, also part of the Rotary family through the Benedetti family in Clo's home town of Petaluma.

Jim was legendary in his profession and in Rotary. I invite you to join me in making a contribution to the Rotary Club of Santa Rosa Rotary Foundation Legends Fund. You can write a check or contribute on-line through the Rotary Club website (Foundation Page). Be sure to indicate on your check or the on-line form—Benefield Legends Fund.

**Steve Olson** (Past President 1994-95)  
President, Rotary Club of Santa Rosa  
Foundation

## RECOGNITIONS

**President Marnie** handed out misdemeanor fines of \$5 each to **Rick Allen** & **Past President**

**Jeannie Levin** for allowing their cell phones to interrupt today's meeting. **Past President Yale Abrams** was zinged \$5 for one of his smart comments.

President M. held up a set of car keys and asked everyone to rise who owned a Toyota. No one admitted the keys were theirs until **Mike Higgins** said they were his keys. Marnie revealed photographic evidence that Mike had "driven a bus" over to Bodega Bay for a beer-tasting adventure with some friends. The tally of his misadventures grew greater when Mike mentioned that he had missed the special fundraiser for **John Breazeale's** wife Davina. Still in the spotlight, Mike fessed up to a total \$40 when he confessed that today was the 40th anniversary when he first met his wife Marlene.

**Dr. Shari Shamsuvari** was recognized for receiving a Distinguished Service Award from Sonoma State University for a community action project. She then generously donated \$1,000 to our Rotary Foundation for the honor.

**Carmen Sinigiani** fessed up that she cut off the tip of her index finger accidentally while gardening last weekend. She is off yard duty for awhile. **President Marnie** took pity on poor "Stubbie" Sinigiani and fined her only \$15! All heart, El Presidente!!



**Dr. Shari Shamsuvari makes a generous donation**

**Past President Wally Lowry** won an expensive painting at a recent Sonoma Museum affair and complained that he paid close to \$100 in sales taxes for the "free" art prize. **President Marnie** tuned out Wally's pitiful whining and stuck him

for another \$25 to the club for his winning ways.

## GIRO BELLO

Now is the time for everyone to get involved to make Giro Bello a huge success! What can you do?

1. Identify more riders. You can ride. Anyone can who is a rider! Ask your family friends, and neighbor's family to contact them. There's a lot to be done but ridership is top priority.
2. Do you know someone with high traffic property where we can hang a beautiful Giro Bello banner that is approximately 5 feet wide & 7 feet high? Contact **Diane Moresi** or **Carmen Sinigiani**.
3. Speaking of beauty, Giro Bello Bike Jerseys go on sale in just 4 weeks at [www.girobello.com](http://www.girobello.com)! Order yours as soon as you can.



## PROGRAM

**Ted Wilmsen** introduced his old friend and retired NASA Scientist Alfred Masy, who claims he has toured almost one hundred countries over the last 40 years, mostly by bicycle. To prove it he provided us with a very green list of dos and don'ts on how to pack your bike to the best places to visit. He swears that you really get a sense of the culture of the people by meeting them at their own level. In most countries he visited bicycles are the most popular mode of transportation with roads and bike paths designed with that in mind. Places he has been

are Norway, New Zealand, France, Spain, South Africa, and the Yucatan Peninsula. Luxury bike tours are not inexpensive—up to \$1,300 a day for guides, food, and accommodations—but doing it yourself runs about \$140 a day with the added excitement of the fun and freedom to come and go as you please.

Stock up on good maps because directions and road signs in some countries are difficult to read, although asking the locals for help can add to your cultural experience. He suggested taking it easy on the road to leave you with enthusiasm at day's end. About 40 miles a day leaves plenty of time for sightseeing and relaxing. As Al reminds us, "It's not a race, but a tour".

## IN CLOSING

**President Marnie** thanked the "fellowship" Rotarians for making today's meeting run smoothly, with special thanks to our Rotary hosts and their guests for being part of our club's 4,368th weekly meeting. Approximately.

### PROSPECTIVE NEW MEMBER

Shannon McConnell  
Account Executive w/ Sonic.net  
Sponsor- **Doug Johnson**

*This week's photographer:*  
**Nicole Le**

#### OFFICERS

Marnie Goldschlag President  
Bill Rousseau, President Elect  
Jack Abercrombie, Secretary  
Cecil G. Humes, Treasurer  
Jack Geary, Sergeant at Arms

#### PRESIDENT, ROTARY INTERNATIONAL

Kaylan Banerjee  
Rotary Club of Vapi, Gujarat

#### GOVERNOR, DISTRICT 5130

Maureen Merrill  
Rotary Club of Windsor

#### ATTENDANCE SECRETARY

Jack Abercrombie  
P.O. Box 505  
Santa Rosa, CA  
538-4770

#### BOARD OF DIRECTORS

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Layne Bowen  
Mark Burchill  
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Don McMillan Past President