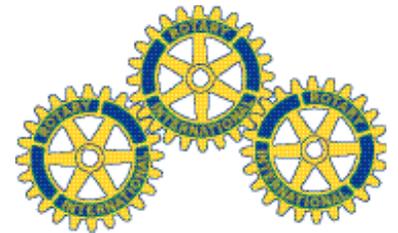




# Santa Rosarian



LOCAL • DISTRICT • INTERNATIONAL

VOL LXXVIII

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March 9, 2011

EDITOR: Kris Anderson

## OUR PROGRAM FOR MARCH 16TH:

# WHAT DOES ROTARY'S INTERNATIONAL SERVICE MEAN TO YOU?

*To DALE KNIGHT, IT IS HER JOY AND HER PASSION*

FLAMINGO RESORT HOTEL, WEDNESDAY, 12:00 NOON



*Dale Knight*

Dale Knight joined Rotary in 1997 because of Rotaplast and polio eradication. In her 13 years as a Rotarian she has been on six Rotaplast missions to Guatemala and one to India, and attended 12 Festivals of Brotherhood. If you talk to Dale about International Service, she pins you down: Why get involved? What does international service mean to you? What does your involvement mean to the beneficiaries? Tough questions, but Dale Knight knows the answers. She is a multiple Paul Harris Fellow, a Rotary Foundation major donor, and a member of our district's Paul Harris Society, in Rotary's Centennial Year she served as president of the Rotary Club of Rohnert Park-Cotati, then an assistant governor, and is currently district chair for both the Festival of Brotherhood and District 5130's Grants Subcommittee. In 2008, District Governor Ken Moulton presented her with Rotary's highest award—given to no more than 150 Rotarians each year worldwide—for Service Above Self.

Next week show up, sit down, and listen to discover what International Service can mean to our Rotary Club, to Rotarians like Dale, and to the unknown thousands of beneficiaries around this globe.

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

### UPCOMING PROGRAMS....

**March 23:** Mediation & Conflict Resolution

**March 30:** Don McMillan—"Speed Dating"

**April 8:** Meet Sonoma County Sheriff Greg Freitas

### CHECK OUT THESE LINKS

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

See what [The Children's Village](#) is all about

Visit [Rotary International](#)

You can sponsor the next issue of The Santa Rosarian

See Layne Bowen to find out how!

## “ALOHA!”

Says our **President Don McMillan**. **Larry Miyano** lead us in our Pledge of Allegiance. Since the person who was to do the Invocation was absent, always prepared **President Don** read us the “Tequila Properties of Adrian Cuervo Rosales.”

### *Tequila properties of Adrian Cuervo Rosales*

*Takes your grief away  
Extinguishes your guilt  
Makes you forget  
Loosens your tongue  
Loosens your drawers  
Keeps you away from the office  
Smoothens rudeness  
Fixes broken hearts  
Reunites Friends  
Stimulates your appetite  
Takes away your hunger  
Colors your cheeks  
Speeds up outcomes  
Tunes your voice  
Lifts your spirit  
Stimulates a romance  
Makes you hot  
Makes pals  
Makes you flirt with your pals wife  
Closes deals  
Opens doors  
Makes time fly by  
Celebrates your get-togethers  
Cures sadness  
Turns joy into euphoria  
Stimulates your digestion  
Kills your worms  
Brings out your inner beauty  
Eliminates your shyness  
Creates romances.*



Reservations  
01 329- 298-00-88

Chicago Area (a bit of trivia, she went to the same high school that my husband attended).

## GUESTS OF ROTARIANS

Nancy Sheppard, Tracy Nielsen and Kerrie Chambers were guests, but they have all submitted applications to join our 89-year-old Rotary Club! Also visiting were John Williams, Patrick Donahue and Vivienne Sosnowski.

## RAFFLE

**Genie Delles** let us know that there was \$125 in the pot and 7 marbles. **Kim Murphy's** number was selected, but she pulled the wrong marble and had to settle for \$10.

## MARCH BIRTHDAYS!

11 Rotarians had birthdays in March: **Rick Allen, Mark Burchill, Eileen Carlisle, Joel Desilva, Robby Fouts, Schuyler Jeffries, Doug Johnson, Sharon Liddell, Jock McNeill, Larry Miyano, and Debra Smith.** Four of them walked away with three bottles of Varenna wine and one of **Jerry Marquis'** coupons for a luxurious detailing package.



March Birthday Madness!

## THANK YOU!

Heartfelt thanks go out to the first three sponsors of our annual fundraising event—the spectacular Casino Royale Night: **Robbie Fouts, Vinay Patel, and Cathy Vicini.**

## SUNSHINE REPORT

**Eileen Carlisle** says that everything is sunny this week!

## SECRET GREETER

That was **President Don McMillan** and **Rick Allen** was the winner.

## TWO FOR THREE EVENT

Rotary Moment/District Assembly Update/Rotarians of the Month: This was kind of sneaky on **President Don's** part! He asked **Ted Wilmsen** and **Sam McMillan** to tell us about how they got started in Rotary. That led to them, both

## VISITING ROTARIANS

Michele Thornton from the Oak Forest Chapter in the

Sergeants of Arms for the District Assembly and District Conference, to remind people to sign up for the District Assembly in Ukiah on April 1st and 2nd. You can sign up for the Assembly at [www.theheartofrotary.org](http://www.theheartofrotary.org). The District Conference is going to be in Reno this year. Then **President Don** informed them that they were both named Rotarian of the Month!

## NEW BLUE BADGERS!

**Ryan Thomas, Ginny Cannon and Chuck Reilly** have completed all the requirements for full membership and got to trade their red badges for blue ones today. Congratulations!



**Ryan Thomas and his new Blue Badge**

## ANNOUNCEMENTS & RECOGNITIONS

**President Don** did not explain, but he asked us all to be early for the meeting next week.

**Past Presidents Jeanne and Fred Levin** have both returned from a South Seas cruise. They missed the earth-quake in New Zealand by two days. So how did Jeanne end up in business class on the way back and Fred in coach?



**Jeanne & Fred Levin tell their tale**

**President Don**, who was just back from business in Hawaii (he won his case after 13 years). He brought back a stuffed-animal-looking “thing” called a malasada to give to **Eileen Carlisle** for our stuffed animal collection. And some candy and cookies which were auctioned off and **Gesine Franchetti** was the winning bidder.

**Mike Higgins** (and Marlene) have returned from vacation on what Mike claimed was just on the biggest cruise ship in the world (he did not say, but I think it is The Allure of the

Seas). Big enough to hold all the residents of Oakmont—more than 6,000 people! He agreed to buy two tickets to **President Don’s** birthday BBQ in June.

**Club Secretary Jack Abercrombie** welcomed a new great-grandson today!

Shocking in his Don King visor, **Wally Lowry** says he is publishing a book. It is a tell-all so he may have to go into the witness protection program.



## FOUND

One of the birthday folk left a bottle of wine at the meeting on Wednesday.

**Wally Lowry threatens to go public**

See **President Don** to recover this goof. Have your checkbook ready!

## DO A FRIEND A FAVOR

One of the best things you can do for a friend of yours is to share with them what Rotary means to you. Then ask them to accompany you to a meeting and consider joining us. In no more than just a couple of minutes of thinking you should be able to generate at least a handful of potential candidates. For example, who do you buy from or sell to? Who do you know from church, civic organizations or your social circle? Maybe your spouse or children or parents or neighbors know someone who would be a good Rotarian. Do you know someone new to town? Newcomers are often very interested in making connections in the community. Take five minutes this next week to brainstorm, then reach out and do a friend a favor and invite them to a Rotary meeting.

**Jack Atkin, Membership Chair**

## ROTARY, PROHIBITION, & CRIME

Local author Vivienne Sosnowski touched on forgotten history at Rotary last Wednesday when she talked about her best-selling book, “When the Rivers Ran Red”. She discussed how a new constitutional amendment called “Prohibition” transformed Sonoma County’s law-abiding citizens, farmers, and merchants into criminals, bootleggers, thieves, and jailbirds, 1920, the year that Prohibition became federal law, was the year that Santa Rosa achieved national fame for the vigilante executions of three San Francisco gangsters accused of murdering Sheriff Jim

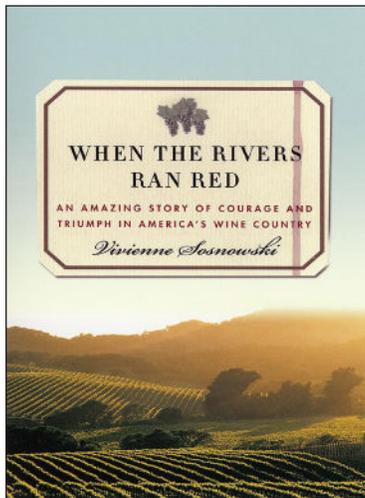
Petry. In reality Santa Rosa was a peaceful town. That was the only murder of a sheriff or police chief, and the last “necktie party” in Santa Rosa. But once the manufacture, transportation, and sale of alcoholic beverages became a federal crime, the jail—located in downtown Santa Rose on what is still known as Courthouse Square—was full of people forced to break the law in order for their businesses, their families, and this community to survive. Prohibition lasted for 14 years, but it changed Wine Country, the

United States, and public attitudes toward the law forever.

## “WHEN THE RIVERS RAN RED”

Long-time newspaper editor and author Vivienne Sosnowski introduced her best-selling book, “Prohibition tried to put an end to California wines. But winemakers became lawbreakers, and the rest is history. This is their incredible story.”

Prohibition became federal law on January 1, 1920. Wine was big business in California. The wines that were made were known throughout the world and considered to be first class. But the winery owners/makers did not take the talk of prohibition seriously. They assumed it only pertained to the hard liquor industry. So the wine, beer and liquor



industries did not work together to fight it. The law passed in 1919 and it took 36 states to rat-ify. Californians never thought their governor would go against the wishes of his constituents, but he did.

Their saving grace was that individuals were still allowed to make 200 gallons of wine per year for individual use.

This started the era of bootleggers. There was huge demand from the east coast for wine grapes. This was before there were refrigerated rail cars, so grapes transported by train had to be iced down several times along the way to the east coast. Ice became big business. California’s Central Valley got jealous and planted wine grapes; cheap varietals. So by 1923-24 there was a glut of grapes. Now the grape growers were getting very little for their grapes. Brandy was made because the containers were smaller and easier to hide and transport.

Back in Santa Rosa, the third floor of the jail was the bootlegger’s floor. Sheriff Peterson made sure these prisoners were well taken care of in exchange for his own share of the wine and brandy brought to the jail. Each day he let one of his prisoners, the owner and operator of one of the

biggest stills in the county, out on his own in an impounded sedan to get food and cook for the rest of those on the third floor.

The title of Vivienne’s book reflected the many times wineries were raided and the aged wine was dumped out, looking like red rivers. People came out with whatever containers they could use to grab some of the dumped wine.

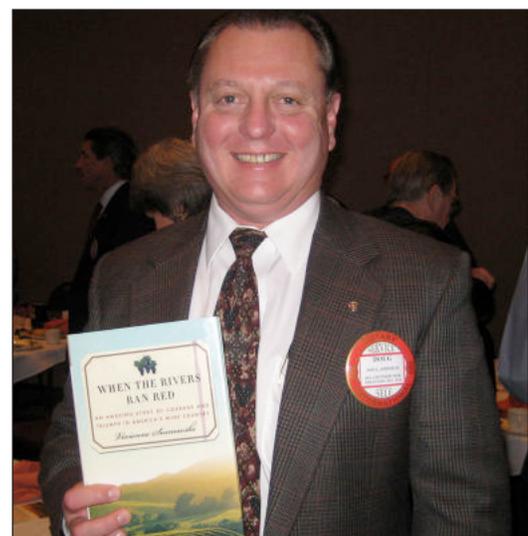


**Our speaker  
Vivienne Sosnowski**

Prohibition ended on the last day of the year 1933, but the damage was done. Lou Foppiano was a boy of 14 at the end of Prohibition. What did he know of making wine? Equipment was damaged and out-dated. Americans had lost their taste for wine. Acres and acres of prime vineyards had been ripped out for other crops. New laws prohibited transportation between the states. The industry had to start over. The Judgment of 1976 caught the world off guard, but it signaled that wine from America was back...and first class once again.

## ROTARIAN QUIZ MARCH, 2011

Who’s breaking new ground in Peru?



**Doug Johnson as the highest bidder in  
the book raffle**

## ADDITIONAL PHOTOS



Eileen Carlisle accepts a new stuffed creature for the collection



Jock McNeil introduces Tracy Nielsen



The dynamic duo and Rotarians of The Month Ted Wilmsen and Sam McMillan

*This week's photographer:*  
**Diane Moresi**

### 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](http://www.theheartofrotary.org)

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538-4770

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