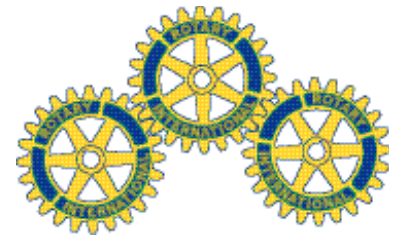




# Santa Rosarian



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EDITOR: Jim Johnson

## OUR PROGRAM FOR APRIL 6TH:

### MEET SONOMA COUNTY'S NEW SHERIFF

*LAW ENFORCEMENT VETERAN STEVE FREITAS OUTLINES PLANS FOR FUTURE*

FLAMINGO RESORT HOTEL, WEDNESDAY, 12:00 NOON



*Sheriff Steve Freitas*

The newly-elected Sheriff-Coroner of Sonoma County, Steve Freitas, is a 26-year veteran of Law Enforcement, beginning in 1985 with the Santa Clara County Sheriff's Office. After 3 years, he joined the Novato Police Department before coming to the Sonoma County Sheriff's Office in 1991. While with these agencies, he worked a myriad of assignments including Detention, Courts, Patrol, Investigations and Administration. Steve was promoted to Sergeant in 2001 and Lieutenant in 2005. In July of 2005, he was selected as the Windsor Chief of Police until his appointment to Law Enforcement Division Assistant Sheriff in July of 2010. Last November Freitas was elected, and he became the Sheriff-Coroner for the County of Sonoma on January 3rd.

Steve firmly believes in community involvement and serves on the Verity Advisory Board and the Work Force Investment Board Youth Council. Throughout his tenure as Sheriff of Sonoma County, he looks to continue these relationships as well as building new ones.

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

#### UPCOMING PROGRAMS....

**April 13, 2011:** Bridge Safety—Tom Mariani

**April 20, 2011:** SRJC's Shone Farm—Stephanie Thomas

**April 27, 2011:** Project Amigo—Susan Hill

#### CHECK OUT THESE LINKS

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

Visit [Rotary International](#)

Visit [Otsuchi, Japan Recovery Site](#)

You can sponsor the next  
issue of The Santa Rosarian

See Layne Bowen  
to find out how!

## OPENING CEREMONIES

**Paul Hamilton** led his fellow Rotarians in an enthusiastic Pledge of Allegiance, but not before giving us complete instruction on how to do it. Thank you, Paul, some of us forgot which hand to put where. Then **Pun Master Dan Schell** gave us a double helping of invocations, attributing this one to his old friend Gary Smith: “Life is not a journey to the grave with the intension of arriving safely in a pretty and well-preserved body. The goal is to skid in broadside, tires smoking, body all dented, leaking fluids and the fuel gauge empty, thoroughly used up and worn out, loudly proclaiming ‘Wow! What a ride!’”

## VISITING ROTARIANS

**Jerry Marquis** took the microphone for a special introduction of Rotarian Dave Del Monte, who abandoned Santa Rosa and our Rotary Club 11 years ago for life in the big city. Dave moved to New York to do good...and he did very well indeed, changing from being a “knife & fork Rotarian” to the leadership of the biggest Rotary Club in the world—this year’s president of the New York City Rotary Club. Only a few years earlier, once he was settled in the Big Apple, Dave began running marathons and has chaired his club’s biggest project for the past four years: the New York Marathon!

**Past President Fred Levin** took over and introduced Mike Doyle, president-elect of our Flamingo neighbor, Rotary Club of Santa Rosa East. From the Rotary Club of Santa Rosa Sunrise, Steve Amend, from St. Helena, Steve Atherton, and Dan Erickson, now a member at Healdsburg Sunrise Rotary.



**President Don and Dave DelMonte  
discuss the NY Marathon**

## WEBSITE TIP OF THE WEEK

Submit your meeting or event for the calendar. Go to the [Calendar Page](#), scroll to the bottom and fill out the form. It’s that easy!

## GUESTS OF ROTARIANS

United Way’s Tracy Nielsen was Red Badger **Dan Walker’s** guest, along with Derreck Schurter from Bank of America, and **President Don’s** two working guests.

## RAFFLE

Let’s see if we got this right—guest Tracy Wilson drew the winning raffle ticket, which had been purchased by her host. With today’s jackpot at \$243, **President Don** offered a \$50 buyout to **Dan Walker**, who then contributed \$50 to the club. I think.



**President Don discusses the  
winning ticket with Tracy Nielsen**

## ANNOUNCEMENTS

**President Don** was so excited about his Celebrity Recognitions (complete with newspaper clippings) and the Speed Dating part of the meeting that he forgot—again—to wait for any announcements. Except the one he made about our club’s PolioPlus campaign: This year club members have contributed \$6,700: \$300 away from our \$7,000 goal for 2010-11! Since Bill & Melinda Gates issued their matching fund challenge on behalf of their foundation, the Rotary Club of Santa Rosa has contributed more than \$23,000 to Rotary’s commitment to eradicate the live polio virus from the face of Mother Earth.

## RECOGNITIONS

With perfect timing, the ringing of **Chuck Reilly’s** cell phone started things off with a \$5 to the treasury. Somehow one of our club’s bears—**Rover**—brought **Eileen Carlisle** to our president’s attention and he began to ramble about the recent club legend that Matt Everson had abandoned Rover in a Disneyland restroom.

Which led **Robbie Fouts** to ask Don why the restrooms at his law firm had locks on the doors? **President Don** fumbled around and mumbled an answer that will go unreported. Robbie dropped a bundle into the coffers, and

Don's tech assistant cranked up a sleekly modern overhead projector.

First in the lineup was a large photo from the Chicago Tribune dated September 9, 2010: **Past President David Brown**, caught at the Whole Foods bar with Kathy Burger in one hand and a glass of wine in the other. A strange cross examination by our attorney president followed about Mr. Brown's pay scale which went nowhere but resulted in a \$100 donation to our local foundation!

This bulletin is filling up fast, so here is a short list of remaining contributions:

- A color photo of **Jennifer Peschken** and her queenly crown, elected 2011 president of the Women's Council of Realtors, cost her dearly, \$75 for Polio Plus.
- A photo of **Craig Meltzner** from the Business Journal yielded \$100 for Polio Plus.
- Visiting Rotarian Mike Doyle made two announcements @ \$10 each.
- **Matt Fannin's** weekly financial planning column—Fannin on Faith & Finance—in the North Bay Christian Bee, \$100 for Polio Plus.
- A story complete with color photographs! **Past President Wally Lowry** again got off with a fine of \$40 for possession of four stolen cookies plus the penalty of being featured in the North Bay Business Journal's "SSU Economic Outlook" section.
- **Cecil Humes**, the low-key undercover treasurer of this Rotary Club, was exposed with full page recognition of the Linkenheimer accounting firm as the Business Journal's "Best Business of the Year". Cecil contributed \$50 to our club's local foundation.
- Lost car keys left at the ticket purchase table outside the ballroom were claimed by **Red Badger Shannan Luft**. Best we could tell, there was no charge.

## ROTARY MEANS BUSINESS

When Paul Harris started Rotary 106 years ago, his initial purpose was to bring together a group of like-minded businessmen who could useful share information about potential business leads. The Rotary Club of Santa Rosa has never held a meeting in anyone's office but, as we work our way out of the latest recession, Rotary Means Business more than ever, and is spreading through the North Bay. This group's business meeting will be Thursday, April 7th, at Advent Office Furniture at 1849 Piner Road. You're invited. For more information, check the calendar on Rotary's website [www.santarosarotary.org](http://www.santarosarotary.org)

## RICH DE LAMBERT'S CRAFT TALK

Ever tried to put 50 pounds of sand into a 5 gallon bucket? That was **Past President (1987-88) Rich de Lambert's** challenge when he gave his Craft Talk in early February. When he joined our Rotary Club back in 1971, he was

already on the Santa Rosa community leadership fast-track and he's never slowed down. Even when he retired from banking almost 20 years ago and his new career in the wine business lured him to central California. He's back, still actively involved in the world around him.

What a life Rich has had! Might even say it was "rich". When he completed his education in the Oakland schools with a degree from San Jose State, he joined the Army Air Corps toward the end of World War II and tap-danced his way through his service. Literally! After his discharge he picked up his tennis racket, earned his teachers certificate and jumped into sports, played championship tennis, and traveled and coached at whatever needed his skills.

After a wide variety of jobs, including his own television show on Channel 6, he settled down to a 30-year career in banking. He helped start Santa Rosa's legendary 20/30 Club, the Convention & Visitors Bureau, served as United Way chairman, and became active in this Rotary Club. But he ran out of time with more chapters in Rich's life with other hobbies, several moves, and more community service in Rich's on-going craft talk. So stay tuned.

## REMEMBERING RAYMOND BRANDT

The senior members of the Rotary Club of Santa Rosa will remember **Raymond Brandt**, a member of our club from 1962 to 1978. Ray was the Postmaster for the City of Santa Rosa from 1965 through 1972 when he retired after a 35 year career with the USPS. Ray served on a number of Rotary committees and oversaw the movement of the old post office to the new location on Second Street. Following the move Ray served on the Sonoma County Museum Board and willingly shared information about the old post office building which became the museum headquarters. Contributions in Ray's memory may be made to the Rotary Club of Santa Rosa Foundations "Legends Fund".

**Steve Olson**  
3/19/11

## SPEED DATING

**President Don** combined the modern principles of Speed Dating with old-fashioned Musical Chairs for a completely different, entertaining and instructional Rotary program. The impetus was to exchange personal information with the Rotarians you did not know very well. Every time our president blew his whistle we moved to another table and spent 5 minutes establishing rapport and making new friends. Another whistle...more friends you got to know better. Gone are hesitation and shyness, introverts become extroverts, and we all become closer friends and better

Rotarians. Good work everyone...and thanks to President Don for an enjoyable game!



**Speed Dating with Eileen Carlisle, Doug Chase, Gesine Franchetti, Tracy Nielsen and Jock McNeill**

**FELLOWSHIP APRIL 6TH**

**Raffle:** Doug Johnson **Visit Rotarians:** Tim Stewart

**Ticket Collection:** Ryan Thomas

**Greeters:** Matt Fannin & Cathy Vicini



**Speed Dating: Paul Harris Fellows Robert Pierce, Paul Hamilton, Kathleen Archer and Larry Miyano have a laugh**

**PROPOSED NEW MEMBER**  
**Tracy Nielsen** - Resource Development & Marketing  
United Way of the Wine Country  
Sponsor: **Jock McNeill**  
**Eric Tyler** - Farmers Insurance Agent  
Sponsor - **Jerry Marquis**  
**Derrek Schurter** - Bank of America  
Sponsor - **Will Haymaker**

**ROTARIAN QUIZ**

**APRIL, 2011**

What disease can kill you in four hours?

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



**Speed Dating: Jack Abercrombie, Michael Sinatra, Frank Hodges, Nicole Le Dan Borenstein and Wayne Rowlands share unknown facts about each other**

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Bill Rousseau, PE Nominee  
Jack Abercrombie, Secretary  
Cecil G. Humes, Treasurer  
Jack Geary, Sergeant at Arms

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