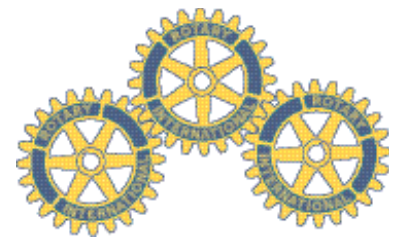




Reach Within to Embrace Humanity

# Santa Rosarian



LOCAL • DISTRICT • INTERNATIONAL

VOL LXXVIII

NO.118

October 19, 2011

EDITOR: Mike Truesdell

## OUR PROGRAM FOR OCTOBER 26TH:

### SANTA ROSA MAYOR ERNEST OLIVARES

*THE STATE OF THE CITY: JOBS, THE ECONOMY, GANG VIOLENCE, AND SPENDING*

**October 26th Meeting will be held in the St. Rose Office Facility, 398 Tenth Street, Santa Rosa**



Where are we today and where do we go from here? What are we doing to be more competitive to help local business recover? It's all about jobs and the economy. Mayor Olivares was elected to the City Council in 2008 after nearly 30 years as a Santa Rosa law enforcement officer and, not surprisingly, his stated priorities are public safety, gang prevention and working to find solutions for economic recovery. He would like

to answer as many questions as he can possibly answer from our Rotarians next Wednesday: "Lots of Q &A, I hope" requests the Mayor!

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

#### UPCOMING PROGRAMS....

- Nov. 2, 2011: District Governor Maureen Merrill
- Nov. 8, 2011: Veterans Luncheon Program
- Nov. 9, 2011: *No meeting*—Veterans Luncheon
- Nov. 16, 2011: Sonoma County Water Agency
- Nov. 23, 2011: *No meeting*—Thanksgiving

#### CHECK OUT THESE LINKS

- Visit our website at [www.santarosarotary.com](http://www.santarosarotary.com)
- Check out [www.rotay5130.com](http://www.rotay5130.com)
- Explore <http://www.rotarymeansbusiness.org>
- Visit Rotary's [Foundation](#) page
- Follow Mayor Olivares <http://ci.santa-rosa.ca.us>

## OPENING CEREMONIES

President **Marnie Goldschlag** called the meeting to order by inviting **John Poremba** to lead us in the Pledge of Allegiance to the Flag. As an invocation **Vicki Hardcastle** shared "A Harvest Prayer."

## VISITING ROTARIANS

**David Brown** introduced visiting Rotarian Kathie Simmons from our own New Generations Rotary Club.

## MATT+MUTTERS=TROUBLE

**Matt Everson** muttered something and was immediately told he was in trouble.

## MEMBERS WITH GUESTS

Our fellow Rotarians took turns introducing a total of 16 guests: Adam Brown, Paul George, Annette O'Kelley, Melanie Nichols, Eduardo Borraza, Isabelle Burch, Susan Burch, Michael Burch, Brad Coscarelli, Keith Gentry, Valency Gomes, Jessie Ludikhuizen, Jennifer Frietas, Anne Thomas, Pauline Beck and Katrina Markarian.

## A LITTLE MARNIE PRIDE

After the last guest was introduced **President Marnie** spied **Gesine Franchetti** arriving a touch late and the usual flippant repartee continued with references to "a little behind" which seemed to be a new point of pride.

## THE RAFFLE

The raffle was guided by **Jack Atkin** who announced # 3936751 to the delight of **Robby Fouts**. Although Robby only won \$10, he gave it to the local foundation as compensation for the white socks he was sporting.



**Robby Fouts and Jack Atkin - Raffle  
- Robby donates his \$10.00 winnings  
back to the club**

## ANNOUNCEMENTS

The 2010 Vintage of **Pinot for Polio** will be released in

observance of PolioPlus Day, October 24, 2011. More details to follow.

Next Wednesday morning, October 26, all are invited by **Jack Geary** to the Fountaingrove Inn, 101 Fountaingrove Parkway at Mendocino Avenue, to attend the **Best Practices Breakfast**. Contact Jack for more details.

**Past President Debi Zaft** called for a show of hands of attendees to the next **Rotary Club Social at Kunde Winery** between 5:30 and 7:30. Kunde is located at 9825 Sonoma Highway in Kenwood. Come enjoy tastings of the Kunde Family Wines and enjoy time with your fellow Rotarians. You are encouraged to bring your spouse or significant other for this social event. Please bring an appetizer to share.....

**Nick Knickerbocker** reminded all Rotarians of the **11th Annual Veterans Memorial Salute**, to be held on Tuesday morning, Nov. 8th, 11:30 am, at the Veterans Memorial Auditorium. Purchase your \$15 tickets from him before the event is sold out.

**Ted Wilmsen** sneaked in an (unauthorized) reminder about fundraising for **Charitable Projects**.

**President Marnie** continued with the day's announcements by inviting anyone interested and qualified to serve as District Governor for the year 2014-2015 to see her after the meeting. She then acknowledged **Will Haymaker** for his work in helping to select and place our latest Ambassadorial Scholar, whose English host family in London sent a note of appreciation for Santa Rosa's Kristin Fladseth.

## SECRET GREETER

**Red Badger Jerry Shimp**, the secret greeter, bestowed a free lunch on **Doug Johnson**. Jerry was then chastised by **President Marnie** for wearing a combination of colors that matched those of his wife and fellow Rotarian **Nancy Shepherd**.

## CAUTION: MARNIE AT WORK

Following the gracious words of thanks from outstanding students Melanie and Isabelle, **President Marnie** attempted to convince us that she herself is only a few years out of high school and able to easily identify with such fine students. Hmmm.

Then **President Marnie** called the assembly hogs and steers to moans, fined **Matt Everson** \$10 for his trip to LA, charged **Fred Levin** \$5 for soliciting signatures to kill SMART, collected \$5 from **Yale Abrams** for some sort of an outburst, and invited **Dan Bornstein** to share his tale of heroism involving a fallen cyclist for a discounted \$10.

Failing to garner any interest in a Friday golf outing to Stone Tree in Novato, **President Marnie** invited **Matt Everson** to introduce our **Mark Burchill** to describe Rotary Means Business. Building on this quote from our founder:

*“If any one tells you that it is reprehensible to make a dollar or two for the wife and babies from club associates in straightforward business transactions, tell that person that some foreign substance has gotten into his carburetor.”*  
(Paul P. Harris, January 1911)

## ROTARY, MAKING A DIFFERENCE

Youth in Agriculture Vice Chair **Steve Olson** happily handed a check for \$1150 from the Wes Jamison Fund



**Steve Olson awards the Elsie Allen group a check**

to Annette O’Kelley, Melanie Nichols and Eduardo Borraza of Elsie Allen High School. The funds will be used for technology upgrades at the school.

## STUDENT OF THE MONTH

**Bill Hatcher** took his turn to introduce the principal of Santa Rosa High, Brad Coscarelli, who shared details of the remarkable talents and skills of outstanding student Isabelle “Buddy” Burch.



**Isabelle “Buddy” Burch, Student of the Month**

## NOTES FROM THE ARCHIVES

Good old days: No one remembers when a cash bar became part of Santa Rosa Rotary Fellowship. **Past Presidents Bill Pedersen and Chuck Bartley** swear that it was already open when they joined back in the mid-sixties. The bar was shut down in 1987...about the same time that Rotary admitted women. Probably just a coincidence.

**1925 Rotary dues:** The Rotary Club of Santa Rosa had 45 members by May 1925. Three and a half years after Rotary was founded in Santa Rosa, quarterly membership dues were \$12...that’s \$48 a year! If the annual dues were adjusted for inflation as of 2011, the Club’s annual dues would be about \$600. The Club Historian is still researching the cost of lunch and hasn’t found the bookkeeping for recognitions.

**Mr. Harris, meet Mr. Burbank:** The day our Rotary Club was founded—90 years ago this week—72 year old **Luther Burbank** was made an honorary Rotarian. He passed away five years later, on April 11, 1926, not long after **Rotary Founder Paul Harris** took the ferry across San Francisco Bay to meet the world-famous Plant Wizard. To see a photo of this historical meeting, follow the link to the [March, 1926 edition of Rotarian Magazine](#) posted courtesy of Google Books.

**High Society:** From the Roaring Twenties and until the Great Depression stopped the music, several local string quartets played at the weekly Rotary meetings held in Santa Rosa’s most luxurious Occidental Hotel. Our archives mentions the musical entertainment at lunch only in passing.

**Past Presidents Pedersen & Stone:** The founder of Pedersen’s Furniture was club president in 1937-38. Twenty-seven years later **William Obert Pedersen** became a Rotarian and served as president of this club for Rotary Year 1965-66. **J. Ralph Stone** was Rotary president in 1955-56 and his son **Robert Pedersen** followed in his footsteps in 1983-84.

**International recognition:** In our archives is a beautiful brass & walnut plaque dated 1987-88. It reads “Rotary International acknowledges the Rotary Club of Santa Rosa as a 10,000% Club”. Does anyone remember what it meant to achieve 10,000 percent?

**Jim Johnson**  
**Club Historian**

## PROGRAM

**Mark Burchill** explained that the purpose of Rotary Means Business is to encourage Rotarians to support the success of their fellow Rotarians by doing business with them, and by referring others to them. With the help of **Wayne Rowlands**, Mark walked us through



**Mark Burchill and President Marnie**

the Website supporting Rotary Means Business and invited all to participate.

## OCT. 26 CHANGE OF MEETING

To end the meeting, **President Marnie** reminded all that the meeting on October 26, 2011 will be held at the St. Rose community room at 320 10th Street, adjacent to St. Rose Catholic Church.

**Errors & Corrections:** We apologize for failing to recognize in the September 28th Santa Rosarian the following: Shirley Johnson-Foell, Teacher and Board Member, Disability Services & Legal Center and

### ROTARY MAGAZINE QUESTION October

Rotary Magazine Question: Over 200 years ago what city was dubbed "the City of Angeles"?

Answer on page 32

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

#### OFFICERS

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

#### PRESIDENT, ROTARY INTERNATIONAL

Kalyan 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

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## ADDITIONAL PHOTOS



**President Marnie greets members**



**Gesine Franchetti, David Brown and Kim Murphy - standing room only at Rotary - these are the "outcasts"!**