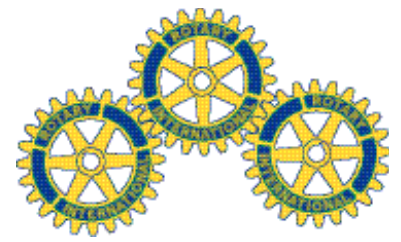




Reach Within to Embrace Humanity

Santa Rosarian



LOCAL • DISTRICT • INTERNATIONAL

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EDITOR: Kris Anderson

OUR PROGRAM FOR APRIL 4TH:

ACTIVISTS, PROPAGANDA, & VIRAL VIDEO

OPEN FOR ROTARY DISCUSSION ON WEDNESDAY:

WHAT'S BEHIND THE SOCIAL MEDIA CAMPAIGN'S EMOTIONAL VIDEO?

FLAMINGO RESORT HOTEL, WEDNESDAY, 12:00 NOON

Next Wednesday's program features a controversial video produced by an international organization virtually unknown until the past few weeks. The video skillfully tells a story of "Ugandan warlord" Joseph Kony and his private army. Some of the video is shocking. It uses celebrities and social media like "Twitter" to market the video itself, accomplish stated goals, and raise millions of dollars for vague purposes.

In less than a month, the video has "gone viral"—watched by over 100 million people, many in their teens and early twenties—a phenomenon only now reaching the awareness of most Americans. This costly production should be viewed with skepticism—in order to understand the "why" and "how" of unfettered, well-financed media emotionally targeted at emotions, in order to recognize the difference between news, traditional journalism, and propaganda.

Because of connections with Uganda and Rotary's involvement in projects there, the program committee felt this was relevant to Rotary's mission of peace and understanding. This program does not represent the views or feelings of the President, Board, Rotary International or anyone on the program committee. But the use and exploitation of media & children is a worthwhile discussion, and what we, as Rotarians, can do to use social media to spread our own message.

www.santarosarotary.com

UPCOMING PROGRAMS....

April 11th: The global impact of Chinese culture

April 18th: Ben Stone on local economic development

April 25: S.M.A.R.T—Sonoma-Marin Area Rail Transit

CHECK OUT THESE LINKS

Visit our website at www.santarosarotary.com

Learn about the the children of Colima, Mexico at www.projectamigo.org

Visit Rotary's [Foundation](#) page

Go to Giro Bello Classic: girobello.com

OPENING CEREMONIES

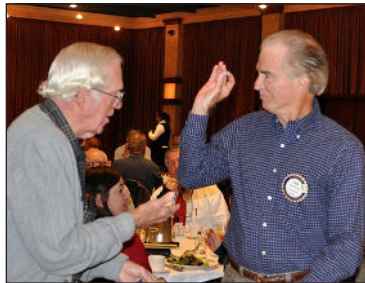
President Marnie was back after two weeks. She thanked **Past Presidents Dave Brown and Joel DeSilva** for filling in while she was gone. **Nona Lucas** then led us in The Pledge and **Casey D'Angelo** read us something inspiring for the invocation.

MEMBERS WITH GUESTS

We had no visiting Rotarians today, according to **Just Joel DeSilva**. How unusual! I am sure if they knew our speaker would be so interesting they would have been here. However, **Mike Truesdell's** dad, Al, came to visit. Al Truesdell is also a Rotarian and Past President from the Rotary Club in Corte Madera. Our other guest was our speaker, Kira Reginato.

RAFFLE

Dan Wright's number was pulled by our guest speaker, but Dan did not pull the right marble and settled for \$10.



Dan Wright shows his marble to Nick Knickerbocker

SUNSHINE REPORT

Nancy Sheppard wasn't here to report the good, the bad and the ugly, but **Matt Fannin** did say his 3-year-old son broke his collarbone.

A NEW BABY BOY!

We passed the hat for **Matt Fannin's** new baby boy, Lucas. Our fellow Rotarians donated \$301 for his future. The proud father will match the contribution. In about 18 years that will pay for one college unit!.



Proud father Matt Fannin with donation from generous Rotarians

SECRET GREETER

Not sure if **Bill Rousseau** was supposed to be the secret greeter or the original secret greeter wasn't there, but **Jim Johnson** won the prize of a free lunch at next week's meeting.

PINOT FOR POLIO

Approximately 10 cases of **Cathy Vicini's** prize-winning wines are available to purchase, so order your Pinot for Polio now! Remember it counts toward your Paul Harris Fellowship.

ANNOUNCEMENTS & FINES

- Today was **Robby Fout's** 63rd birthday.
- **Ryan Thomas** and **Matt Fannin** read a thank you letter from a Procter Terrace 3rd grader: "Matthias" promises he will read the dictionary at least four times a day and likes the word "paraphernalia. **Jack Atkin** and **Nancy Sheppard's** letter came from Bellevue: Alexis said, "Now I don't have to fight with my sister." So cute!
- **Jeanne Levin** introduced us to the new Foundation Page on our club's website. We can now make our donations on line!
- **Kim Murphy** was just back from the Midwest where she helped victims of the tornados. She thanked all for their contributions and reminded us that we do live in the best place on Earth!
- **Bill Rousseau** reminded us about the Lacy J. Dalton concert to earn money for Polio Plus and District Assembly this weekend in Ukiah. See **Jack Abercrombie** about carpooling this weekend.
- **Jack Geary** announced a meeting to be held next week about the County's pension reform. **President Marnie** fined him \$5.
- **Genie Delles** is going to Brazil in June to see a former exchange student get married AND she and her partner are donating \$500 to the Giro Bello!
- **Vinay Patel** was fined for attending a "4½ day restaurant seminar" in Las Vegas.
- **Diane Moresi** was fined for going to Disneyland. Rumor has it that Mickey mouse gave her that celebrity cold!
- **Clarice Bolles** stopped by to be recognized for her world travels. Just back from Puerto Vallarta and leaving soon for Mazatlan.
- Our club participates in another hands-on **Rebuilding Together** project on Saturday, April 28th.
- And do not forget the **Walk-a-Thon fundraiser for Davina Breazeale** at Howarth Park on Saturday, April 15, followed by bar-b-que! Check with **Steve Olson** for time, place, and registration!

This week's photographer:
Diane Moresi

THE BALL CRAFT TALK!

President Marnie cornered **Red Badger Karen Ball** on her way into today's meeting and said that today was her day. "No problem, with my boring life, that's easy", ad-libbed Karen, who was born and raised in Santa Rosa. She majored in music at Chico State where she met her husband and still sings and plays piano. Her kids are grown. Son Michael is a CHP officer and her daughter Laura is a project manager for a Sacramento company that builds weather stations. She is ready to be a grandmother, but I guess the kids aren't there yet. Karen gives private piano lessons (if you're interested) and taught music in the schools, camps, and church. Being a talented music major, she worked in accounting for many years, of course, then became a paralegal when she got bored with accounting but quit suddenly for a secret reason (that became more and more startling as she mentioned cults and baby sacrifice. We would all have trouble with that!). She is a now a licensed Realtor with Frank Howard Allen, but primarily makes her living these days as an insurance agent in her own agency, called Pronoeco.



Red Badger Karen Ball gives her Craft Talk

PROJECT AMIGO

One of our Rotary Club's World Community Service projects, Project Amigo helps the poor children of Colima, Mexico achieve their highest potential by providing programs that motivate them to stay in school; by improving their access to higher education and promoting literacy; and helping with dental care. Project Amigo also provides opportunities for volunteers from developed countries to help and become friends with disadvantaged children in Mexico and to foster friendship and understanding between volunteers from developed countries and children and their families in Colima, Mexico.

Each year Project Amigo provides scholarships to enable 100 good students from poor families to continue their education beyond the 6th grade and every year more than 100 volunteers from the U.S. and Canada come to Colima to work together with local Mexican volunteers on hands-on international

service projects. Scholars receive help with homework at weekly homework clubs.

Edgar David Najera Villegas

During the week, 19-year-old Edgar lives at Casa Amiga, Project Amigo's boarding home for university students in Colima. His father, who cuts sugar cane, never went to school. His mother works harvesting blackberries. He has three younger sisters but he is the first in his family to go beyond primary school. As a project Amigo scholar in his first year of university, Edgar receives room & board, school registration fees, a modest clothing allowance for school, books, school supplies, access to Casa Amiga's computer lab and the Internet, plus transportation to school and weekend travel to home and his family in the town of Queseria.



Like his fellow students, to retain his scholarship, Edgar must maintain a good grade point average, perform social service in the community, attend the weekly Homework Club meetings and always act respectfully toward his teachers and fellow students.

Brenda Villegas Linares

Brenda is 14 years old and now in the 9th Grade.

She enjoys classes that are hands-on, like art and workshops. She lives with her parents, two sisters, and a brother in the village of Queseria. Her mother picks blackberries, her father has been cutting sugar cane for 20 years. She plans to study hard so she



doesn't end up working in the fields. She would like to manage and office someday. When asked what three wishes Brenda would like to have granted, her response was to see her grandparents in Guerrero more often; to go to university to become a teacher; and to visit her aunts and uncles in Jalisco.

Esmeralda Liseth Garcia Andres

A 13-year-old 7th grader, this is Liz's first year in junior high school. She plans to go to college and become a



minimum wages.

Evelyn Guadalupe Arzac Apolinar

Evelyn is 20 years old and in her 3rd year of university, majoring in Foreign Trade at the Manzanillo branch of the University of Colima. On weekends, she lives with her parents, her older sister who has cerebral palsy, and her 5-year-old sister in the village of Cofradio de Suchitlan. Her mother finished two years of high school and sells chickens from her home.



Mercedes Monserrat Rincon Cortez

In her last year in school, Meche earned a 9.5 grade point average (out of 10). She's now in her 9th Grade. Her favorite 9th Grade Class is Civics because of its real life applications. 14 year-old Meche lives with



two siblings, a sister-in-law and a baby nephew in Suchitlan. Her father completed 2nd grade and works as a bricklayer earning minimum wage. Her mother completed junior high and works

from home. As a Project Amigo scholar Meche receives a modest clothing allowance for school, school registration fees, school supplies and books, and a hot lunch every day. She has access to computers and the

psychologist. Her favorite class is Spanish but math is her least favorite. She lives with her parents and two brothers in the village of Suchitlan. Both parents completed junior high but work in the fields for

Internet at Project Amigo's computer center in the village.

PROGRAM

Kira Reginato: "Living Ideas for Elders"

In the U. S., 40 million of us are 65 and over; 78 million are Baby Boomers; and there are 66 million caregivers with most unaware of the resources available



Matt Everson with speaker Kira Reginato

to them. That is where our speaker comes in. Kira Reginato is a geriatric care manager. She consults with families and the people who care about the elders in their lives. Kira claims that she knew when she was only 14 years old that she wanted to work with older people. Listening to her on-the-air and in person, we believe that she found her calling.

Kira bases her evaluations of her clients on the "Six M's—Medical, Mood, Memory, Mobility, Meals, and Money. She gave us examples of how she reviews each aspect of the client's life to make recommendations to the client and/or family. For some it is a simple tweaking in life style and for others it means major change. Kira and her company can be as involved as is needed.

Every Saturday afternoon from 2 to 3 pm on KSRO News/Talk Radio she interviews experts on aging, answers questions from listeners, and offers advice from her long experience as a project manager who helps take care of seniors who need assistance. Next month, her April programs will focus on "The Better Days of Memory Loss". Each week she will have a guest on her program to discuss variations on this topic. To contact Kira and her radio program, call 672-5433 or visit her websites at www.lifegcm.com and www.callkira.com.

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