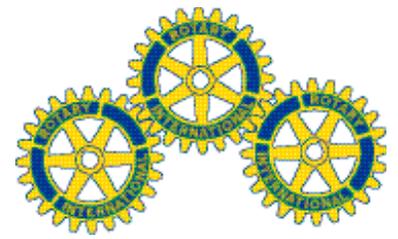




Reach Within to Embrace Humanity

# Santa Rosarian



LOCAL • DISTRICT • INTERNATIONAL

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EDITOR: Jim Johnson

## OUR PROGRAM FOR JUNE 29TH:

### PRESIDENT MARNIE'S DEBUNKING

FRIDAY EVENING, JUNE 29TH, AT THE WIKIUP CLUB. SEE DETAILS & SCHEDULE INSIDE

WIKIUP TENNIS & SWIM CLUB, FRIDAY, 4:00 P.M.



*President Marnie Goldschlag*

Marnie Goldschlag has been a unique Rotary president...in more ways than you can imagine. First, she is the Rotary Club of Santa Rosa's 90th president, and only the fifth club president who happens to be female. Marnie seemed fresh because she was...fresh! She's been a Rotarian only eight years—since 2004. The club's archives contain no records of birth dates or ages of the first 90 presidents, so she could be the youngest president in our history (but most mature men know that is a touchy subject.) The past twelve months have been an eventful year, as the district awards listed in this newsletter prove. As the old saying goes, "Pride go-eth before the fall". That gives us only a few days before the fall: The debunking of Marnie Goldschlag!

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

#### UPCOMING PROGRAMS....

June 27: *Dark because of June 29 debunking*

July 4: *The 4th of July—no meeting!*

July 11: President Rousseau takes command

#### CHECK OUT THESE LINKS

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

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

Investigate [www.mybusinesspresence.com](http://www.mybusinesspresence.com)

## OPENING CEREMONIES

**President Marnie** called to order her last meeting as president of the Rotary Club of Santa Rosa 2011-12. In keeping with our tighter meeting space, **Jackie McMillan** hoisted a miniature Old Glory and led us in the Pledge of Allegiance to the Flag of the United States of America. After his invocation, fellow Rotarians gave **John Poremba** a room-full of appropriate “Amens”.

## VISITING ROTARIANS

A hearty welcome to three visitors from our recent offspring, the New Generations Rotary Club: Realtor John Berto, founding member Cath Tullysmith, and **Wayne Rowland’s** guest, Blake Tullysmith, who has applied to transition to Santa Rosa’s 90 Year Old Mother Club. Plus winemaker and community leader Stevenson Atherton, a frequent visitor from the Rotary Club of St. Helena.

## GUESTS OF ROTARIANS

**Sam McMillan** hosted his guests—all McMillans by birth or marriage—his son Todd, his wife Rita, and their granddaughter, 3-year-old Jocelyn. Sarah Price attended as the guest of grandmother **Lena Humber** and **Tim Delaney** introduced his guest, Rebekah Pearson.

## SUNSHINE REPORT

**Nicole Le** reported that **Matt Everson’s** father’s condition has continued to decline. While at the hospital visiting his father Matt reported that he ran into fellow Rotarian **John Breazeale** whose father is recovering from a heart attack.

## RAFFLE

Raffle King **Nick Knickerbocker** (who also serves on the Sergeant-at-Arms Committee and Veterans Program Chair), handled today’s drawing very efficiently. With \$73 in the Jackpot, the winning ticket was drawn. **Bill Hatcher** quickly groped

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

the marbles and withdrew the orange sphere. The whole transaction took 4.3 minutes...**President M** was back on schedule!

## PAUL HARRIS

**President Marnie** presented multiple Paul Harris Family Fellowships to **Lena Humber** and **Sam McMillan**, spotlighting both as excellent examples of the value of dedication to Rotary and our goals.



**Sam McMillan receiving Paul Harris Family Fellowship**

## KISKA’S CRAFT TALK

**Kiska Ikard’s** heart-felt narrative about her life growing up as a “military brat”—born in Hawaii,



**Kiska Ikard gives a moving Craft Talk**

growing up on base on Oahu, a young target of racial discrimination that shifted with every reassignment—was a revelation to many of us who knew her only as the new executive director of the Sonoma County Humane Society. Her early attachment to a

puppy opened a new door to put her on the career path she loves. Kiska’s determination to change her future taught us quite a bit about our fellow Rotarian. Thanks, Kiska, for sharing this fresh look at the Rotary tradition of craft talks. Your warm affection for those in your care was quite evident. Welcome to your new connections to Rotary.

## ANNOUNCEMENTS

- **No Rotary meeting Wednesday!** Moved to Friday, June 29th at the Wikiup Swim & Tennis Club (500 Wikiup Drive in Larkfield) for the Debunking of President Marnie.
- **Past President Debi Zaft** made the final

call for debunking. She desperately needs an immediate headcount. Tickets may be purchased at the door: \$20 for each adult and \$10 each for kids.

- **Friday afternoon's debunking party:** Refreshments and optional pool time start at 4 pm. Dinner is served at 5:30 pm, followed by the All-Star Skit around 6:15 pm. The next day is Saturday, so hang around afterward for as long as you like...and the lights stay on.
- **Giro Bello Volunteer Coordinator Jock McNeill** needs you to help set up Giro Bello on Friday, July 6th plus 100 volunteers on the big day of the ride, Sunday, July 7. To pitch in and offer your help, contact Jock at 524-8380 or 975-0805 evenings. Email [jock@alliancepm.com](mailto:jock@alliancepm.com).
- **No Rotary meeting on July 4th** in celebration of America's 236th Year of Independence. The weekly Santa Rosarian will be published; devoted to urgent announcements and final preparations for the Giro Bello bike ride. Email your announcements by July 4th to [jim@jimjohnsonassociates.info](mailto:jim@jimjohnsonassociates.info) or [jackabercrombie@sbcglobal.net](mailto:jackabercrombie@sbcglobal.net). The next two weeks encompass the most intensive volunteer efforts of Rotary members on behalf of our club's major fundraiser for the 2012-13 Rotary year—the four beautiful rides of Giro Bello start and end at the all-day Expo at O'Reilly Media's beautiful park located in Sebastopol, 1005 Highway 116 North.
- **Roster Update: Jack Abercrombie** asks that all Rotarians check their listing in the Roster Book to assure that all of your information is correct as he prepares the 2012-13 roster for publication. Contact Jack if you have changes and/corrections: [jackabercrombie@sbcglobal.net](mailto:jackabercrombie@sbcglobal.net).
- **Bob Higgs** was this year's winner of the **Rotary International Magazine Award**—former club



**Jock McNeill calls for volunteers**

secretary, Reliable Rotarian since 1973 and still alive, active, and kicking! Congratulations Bob!

## DISTRICT RECOGNITIONS

- **Public Image award** for the things we do to bring positive attention to Rotary and to the Rotary Club of Santa Rosa, such as our hands-on committee work, Christmas poinsettias gifts to seniors, and other activities that raise public awareness of Rotary in the general public.
- **Communications Excellence** for the way our members communicate with each other and the outside world, especially our website and the Santa Rosarian newsletter.
- **Club Service, with Honors**, specifically for three key initiatives of our club—Giro Bello, Rebuilding Together, and Rotary Means Business. Not only because these initiatives reached out to the community, but also built enthusiasm for our club and help retain and grow our club's membership.
- **Vocational Service, with Honors**, especially noted was the Employers Best Practices Awards Breakfast and the Lee Abramson Rotary Public Safety Awards for Outstanding Fire Fighter and Outstanding Law Enforcement Officer of the Year.
- **Carmen Sinigiani, District 5130 Young Rotarian of the Year.** A very important, highly-coveted award: The District's Rotary Clubs placed many worthy nominees but the awards committee was



**President Marnie hands out District Awards**



**Carmen Sinigiani receives a special award**

impressed by how much Carmen has given to our club in her five years as a Rotarian, stepping up to the plate to help organize Giro Bello, committing herself to its success to organize a growing team of volunteers, inspiring them to engage a larger percentage of our club, as Giro Bello continues to grow into its third year. Carmen's efforts have personally motivated her to become a Rotary leader.

## PERSONAL RECOGNITIONS

**Club Secretary Jack Abercrombie** returned from his two-week Great Plains vacation (fishing trip?) to Nebraska and south to North Dakota, or was that north to South Dakota? Returning with priceless gifts for our short-term president—a Nebraska coffee mug and a fuzzy Dakota bear. Neither Marnie, Travelin' Jack, the bear, or the coffee mug mentioned money, did they?

Aggressive attorney & **Past President Don McMillan** proved again that the best defense is a good offense when he hit the road complaining about missed affections, postponed birthdays, imagined slights, and a faded anniversary. With Jackie and Marnie scrambin' for cover, Don snapped shut his wallet and took a seat. Case closed!

**Dave del Monte**, former member of our Rotary Club, head honcho of the New York City Marathon, and Governor of Rotary's Upper New York State District, has invited **Carmen Sinigiani** to New York City in October and challenged her to run in the 42nd annual New York City Marathon. There's more to be told, but there's money on the line. **Club Secretary Jack** and **Past President Don** put up \$100 (is it legal in New York to bet on sporting events?) As October 26 approaches, stay tuned to this channel as the Day of the Marathon, Sunday, Oct. 26, approaches "apace" (as Shakespeare might have written).

**President Marnie** shifted gears on her last "fine" day and tapped **Jock McNeill** for taking third place in a golf tournament and attending the

U.S. Open in San Francisco (not the same day, of course). **Genie Delles** was so happy that today—June 20th—was her 25th wedding anniversary that she gave a \$100 check toward hubby Craig's Paul Harris in celebration. **President-elect Bill Rousseau** contributed \$50 in recognition of his daughter graduating from UCSB (Santa Barbara). **Greg Johnston** heard his "MarnieSentence" loud and clear for one last time: \$25 for some tiny indiscretion plus \$5 for that huge hated watch! How much has Greg's watch generated in fines since he found it (and showed it to his president?)

## PROGRAM

Karen Clark has written two books about using social media to reach new clients and enhance the relationships you have with your customers by integrating real world business smarts with solid and proven Internet marketing strategies.

Focus on your business presence online. She immediately tackled the fears and concerns that most of us have about social media: How do I get started? Which sites should I use? How



**Speaker Karen Clark**

do I use them and, finally, what is the best way to be efficient and effective with social media? How much time is this new stuff going to take?

"It's simple" Karen answered: "The big three sites are Facebook, LinkedIn, and Twitter. Keep them straight and use them properly. Remember that Facebook is about Community. LinkedIn is about Expertise, and Twitter is about Information. Do not forget the secret of success in social media is to focus...on your marketing targets, provide them what your customers need and what they want. Create a comprehensive online presence and maintain that image in all that you offer and provide. Use every social media tool—leverage the search engines, develop effective blogging designed for your marketing targets, and keep even the most advanced social media concepts simple and

straightforward.”

Need more inspiration? Check out Karen Clark’s information-packed books—Incredible Business and Direct Selling Power. Her contact information is [karen@mybusinesspresence.com](mailto:karen@mybusinesspresence.com), 588-9290 or 486-1927. When you are ready to dive in deeper, download her free eBook online at <http://bit.ly/smsanity>.

## GIRO BELLO SPONSORS

Below are the logos of the Giro Bello sponsors. Remember to thank these generous sponsors of the “Beautiful Ride” by patronizing their businesses.



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Kaylan Banerjee  
 Rotary Club of Vapi , Gujarat

### GOVERNOR, DISTRICT 5130

Maureen Merrill  
 Rotary Club of Windsor

### ATTENDANCE SECRETARY

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