



# Santa Rosarian



LOCAL • DISTRICT • INTERNATIONAL

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EDITOR: Don McMillan

## OUR PROGRAM FOR OCTOBER 3RD:

### MICHAEL HOULIHAN: IN PERSON

*MEET SONOMA COUNTY'S LEGENDARY WINE ENTREPRENEUR & BRAND BUILDER*

FLAMINGO RESORT HOTEL, WEDNESDAY, 12:00 NOON



*Author and entrepreneur  
Michael Houlihan*

With no money and no knowledge of the wine business, Michael started the famous Barefoot Wine brand in June 1985, won the wine industry's top sales awards, including "Trend Setter", "Fast Track Growth Brand", and "Hot Brand". All without advertising! In 2005, he successfully sold the brand to E&J Gallo and worked with them as a business consultant for a year to maintain Barefoot's entrepreneurial character and "Worthy Cause Marketing" program. He bills himself as a serial entrepreneur, industry reformer, and brand builder. And he is an author!! If you show up on Wednesday he might share his winning business philosophies in his new book, *The Barefoot Spirit*.

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

#### UPCOMING PROGRAMS....

- October 10:** Right here on this stage—Safari West
- October 17:** Canine Companions for Independence
- October 24:** Iran political prisoner Jafar Yaghoobi

#### CHECK OUT THESE LINKS

- Visit our website: [www.santarosarotary.com](http://www.santarosarotary.com)
- District news: <http://www.rotary5130.org/>
- Don't miss: <http://rotarymeansbusiness.com/>
- Wander Art Trails at [www.sonomaarts.com](http://www.sonomaarts.com)

## WELCOME TO ROTARY

Thanks to the Rotary volunteers who greet us as we attend to our venerable Rotary Club of Santa Rosa, only two months from our 91st birthday in early December. Greeting us at the door was **Jose' Guillen and Robby Fouts**. Assisting at the lunch ticket table was **Bob Sorensen and Vickie Hardcastle**. Thanks, guys (& gal), for another warm welcome to Rotary.

## OPENING CEREMONIES

Seems like old times with **Past President Marnie** back at the podium substituting for our missing president. What was that guy's name? William? Bill? Oh well, it (or he) will come back to us. Our club's **Rotarian of the Year, Robby Fouts**, was in commanding form as he snapped us to attention, hands over our hearts, as we pledged Allegiance to the Flag of the United States of America. "Ask not what you can do for your country..." In a fascinating bit of legal research, **Julia Parranto** quoted American presidents (and appointees) to prove that Jack Kennedy's stirring words were indeed bi-partisan: Similar words about personal sacrifice from Presidential candidate (and soon to be President) Warren G. Harding (Republican, 1916). Chief Justice of the Supreme Court Oliver Wendell Holmes, Jr., (appointed to the Supreme Court by Republican President Teddy Roosevelt). "And so, my fellow Americans, ask not what your country can do for you; ask what you can do for your country." John F. Kennedy (Democrat, 1964).

## VISITING ROTARIANS

**Paul Hamilton** welcomed today's visiting Rotarians: Ed Smith from the Rotary Club of Russian River, Stevenson Atherton from the Rotary Club of St. Helena, and former member of our Rotary Club—David Del Monte, who keeps turning up on Wednesdays like a shiny new gold coin. Congratulations to Dave for being selected District Governor Designee 2014-15 for his club's New York District 3720 in Rotary Year 2014-14.

## GUESTS OF ROTARIANS

**Jackie & Don McMillan** introduced their guests, Bill & Rosanne Edelen; we welcomed **Matt Everson's** guest—prospective member & United Way CEO, Mike Kallhoff. **Jim Johnson** introduced

our guest speaker, Herb Williams.

## THE RAFFLE

When **Doug Johnson** handles the raffle, he usually handles it. But this week's game of chance went into re-runs as repeat winner **Ted Wilmsen's** number was drawn for the \$120 Jackpot. But you have to admire Ted's charm... he cheerfully accepted the \$20 consolation



**Ted Wilmsen takes a card from Doug Johnson - was it the winning card?**

price with gratitude, only to learn, as Doug corrected his mistake that it was half that—\$10! Next week, the jackpot increases, with two jokers and 48 losers lurking in the deck.

## SUNSHINE REPORT

**Penny Tibbetts** urged all of us to touch base with one bored Rotarian, **Dick Jenkins**, undergoing rehabilitation at Creekside Rehab, 850 Sonoma Avenue. Drop by for a visit and/or give him a call at 544-7750.

## RECOGNITION FOR ROTARY

When **Don McMillan** was club president, Dr. Shari Shamsavari was a Sonoma State professor, a Rotarian visiting from Guadalajara, and an advocate for the welfare of children here and in Mexico. It was two years ago that she organized the collaborative bi-national cultural exchange program sponsored by our Rotary Club, Sonoma State University, Dr. Shari's Rotary Club, and the Secretary of Education in collaboration with the Secretary of Culture in Guadalajara, which brought to Sonoma County a youth symphony made up of talented children from impoverished backgrounds from Guadalajara.

The youth symphony created a venue for them to perform that enhanced their self-worth and expanded their education opportunities. It brought together the Rotary Clubs to collaborate on a worthwhile cause that brought attention to SSU and

inspired local communities about the sparkling new Green Music Center, plus the project attracted new attention to arts and culture, and the enrichment of our youth. This bi-national cultural exchange was very successful on many fronts. **Past Presidents Don McMillan & Will Haymaker** worked with Jose Guillen on this project which has expanded to 10 U. S. states since 2011.

As the Children's Ambassador for the State of Jalisco, Shari Shamsavari continues to work tirelessly with

the United States and the Mexican government to promote laws for the protection of disadvantaged children, prevention of child abuse and exploitation, and on-going rehabilitation through use of art, culture, and music; This seminal program has provided the catalyst for introduction of new laws in the Mexican State of Jalisco, the Secretary of Education in collaboration with the Secretary of Culture, and legislators committed to improving the lives of children in both countries.



**Don McMillan, Will Haymaker and Jose Guillen with certificate from Dr. Shari Shamsavari**

## SOPHIA'S EXCHANGE OPP

We're looking for a host family next spring for our 16-year-old Exchange Student Sophia Wan-Ling Lai, who arrived in Santa Rosa six weeks ago and became a Montgomery High School Senior. Rotary exchange students rotate between three host families during the school year. Sophia considers her time in Santa Rosa to be the opportunity of her lifetime. Host families often come to the same conclusion—that this is your opportunity to get involved with our young visitor from rural Taiwan next spring. For questions, details, and more information, contact Rotary's Youth Exchange Committee members **Larry Miyano** (696-4905), **Craig Meltzner** (526-6336) or **Jeff Gospe** (494-9249).

*This week's photographer:*  
**Kris Anderson**

## TIME'S RUNNING OUT

**Ted Wilmsen** reminded us that this is your chance to ask for cash grants for pet projects. We have a month to make grant requests for Rotary's potential community service grants. Blank forms may be found on our Rotary website. Deadline is the last Rotary meeting in October—Wednesday, Oct. 31st.

## VETERANS DAY SALUTE

It's the Nick and Nona ticket team with the last of the \$15 tickets for the 12th Annual Tribute to Veterans on Thursday, November 8th, from 11:30 am to 1:30 pm at the Veterans Memorial Auditorium. Keynote speaker is retired three-star General Jack Klimp. As president of the National Association of Uniformed Services, General Klimp is the spokesman for all branches and ranks of the U. S. Military. Sponsored jointly by Santa Rosa's Rotary Clubs & Kiwanis Clubs, the Veterans Day Salute overflows the Veterans Memorial Auditorium every year.

## SOCIAL MEDIA BEGINNERS

Starting out on social media can almost be like learning a new language. Social media has become an integrated and constant part of our everyday lives, which provides Rotary clubs a great opportunity for public relations locally in our home communities and around the world. But with millions of social media users, it can be intimidating to get started. If you would like to get some on-going, hands-on, practice using Facebook, LinkedIn, and even Twitter, Tumblr, Reddit, and weird stuff like that, contact **Jim Johnson** and let him know you're interested in joining a beginner's class. He has located a volunteer Rotarian eager to help us become proficient in the new languages of social media. To enroll next month in our club's initial Social Media Class, call Jim at 571-0226 or email him at [jim@jimjohnsonassociates.info](mailto:jim@jimjohnsonassociates.info).

## RECOGNITIONS

Ring-a-dingy, **Bob Higgs**: That'll be \$5 for not repressing your iPhone. Or was that long pink cord connected to your snazzy Princess model?

**Marnie's** RR & R (Rotarians Rattling on Rotarians):

**Paul Hamilton** tried to rat on **Greg Johnston** for attending the San Diego/Giants ball game, but he had already been fined—\$10, you would-be stool pigeon! You know that doesn't pay...and violates the 4-Way Test.

**Robert Pierce** snuck in a commemorative recognition for **Penny Tibbetts'** last journey as a guilty Red Badge Rotarian. Who would believe she would be recognized \$50 for a sojourn in Minot, North Dakota?



**New member Penny Tibbetts—obviously thrilled to deep-six the tattered old Red Badge in return for her coveted new Blue One.**

## TODAY'S PROGRAM

With Veterans Day only a few weeks away—Nov. 11th—former U.S. Army officer **Jim Johnson** focused his introductory remarks on the extraordinary problems facing the young veterans of our military services when they leave combat and return home: “Since the war in Afghanistan began in 2001, there has been an average of one suicide every 36 hours in the U. S. Armed Forces. In 2011, one out of every five of all active duty deaths was suicide. In recent wars, suicide was the second highest cause of death. From 2005 to 2009 alone, more than 1,100 soldiers killed themselves. I will not give you the reasons or what might be a solution to these deaths. I want you to grasp what these statistics mean in human life.”

Using a video clip from a documentary that premiered this month at the Santa Rosa Film Festival

and in June the Seattle Film Festival, Jim introduced us to 23-year-old Army Private Steve Camposan, who described his months in Iraqi combat and his years in therapy for Post-Traumatic Stress Disorder. *The Long Ride Home* was generated by a pledge made by one G. I. to his buddy in Iraq that, “If anything happens to me, promise me that you will take care of my young daughter and her mother.” Jim introduced guest speaker Herb Williams, the father of SSgt. Jesse Williams, who was killed in Iraq by a sniper's bullet five years ago. Herb talked with love and emotion about his hero son, killed in action and honored last year by Army buddy Kevin Mincio's ride from Jesse's grave in Santa Rosa cemetery and a commemorative ride across the width of the United States to New York City arriving—92 days & 4200 miles later—at Ground Zero on the 10th anniversary of 9/11.



**Guest speaker Herb Williams speaks on a poignant reality**

That long ride across America was the basis and the initial source of funds

for the non-profit “Team Jesse Foundation”. The Foundation uses the funds they raise to take care of the families of the “Fallen Warriors”...the “Tip of America's Spear” who fight our wars on the orders of the politicians. Starting in January, the documentary, *The Long Ride Home*, will be shown in all of the communities visited last year by the Ride in a major fund drive by the Team Jesse Foundation.

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P.O. Box 505  
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538-4770

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