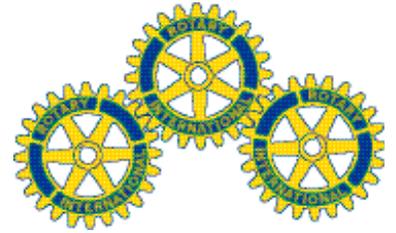


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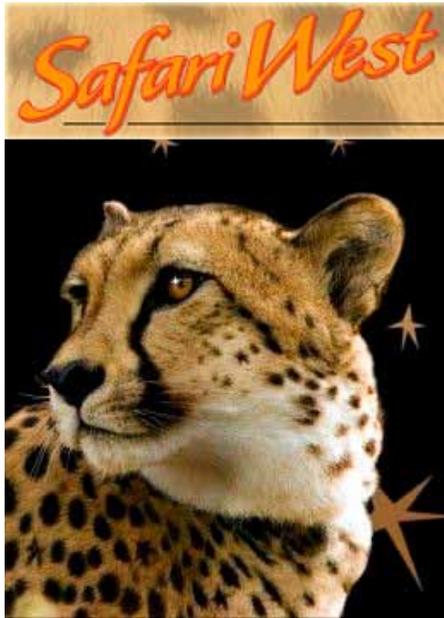
EDITOR: Mike Truesdell

OUR PROGRAM FOR OCTOBER 10TH:

SAFARI WEST

A RARE VISIT TO THE EXOTIC AFRICAN VELDT JUST AROUND THE BEND

FLAMINGO RESORT HOTEL, WEDNESDAY, 12:00 NOON



When driving through the rolling green hills of Sonoma Wine Country and come upon wild animals that you might expect to find on Africa's Serengeti, Plain, just relax, you're still in the heart of wine country where you will find—not a zoo or a drive through park, but an exotic new world...a captivating tapestry of raw sounds and earthy smells, a magic place where the air is filled with wild sounds of Africa: The home of Nancy & Peter Lang on an African-style oasis with a rare sense of freedom and renewed inspiration. This Wednesday, Matt and Wayne can't promise you the earthy smells, but don't miss some of the authentic sights and sounds from Safari West in the Ballroom of the Flamingo Hotel..

www.santarosarotary.com

UPCOMING PROGRAMS....

- October 17: Canine Companions for Independence
- October 24: Iran political prisoner Jafar Yaghoobi
- October 31: Press Democrat Editorial Director Paul Gullixson

CHECK OUT THESE LINKS

- Visit our website: www.santarosarotary.com
- District news: <http://www.rotary5130.org/>
- Don't miss: <http://rotarymeansbusiness.com/>
- Explore: <http://safariwest.com/>

This week's photographer: Diane Moresi

WELCOME TO ROTARY

We are so fortunate to have the spacious Flamingo Ballroom as our meeting place most Wednesdays, but when we get crammed into the lower half, some of us feel like we've been downgraded to below-deck steerage. Even **President James Bond's** tuxedo and watery martini didn't restore the charm. After more than 90 years as Sonoma County's first and oldest Rotary Club, I guess some of us have been spoiled by that to which we have become accustomed.

OPENING CEREMONIES

As the old song used to say, "When things go wrong, nothing goes right". Our American Flag had been walled off from our half of the ballroom and our Pledge of



Got Flags?

Allegiance to that tiny little flag didn't have the old patriotic vigor. Fortunately **Steve Reuter's** poetic invocation helped bring back some of that old feeling.

GUESTS OF ROTARIANS

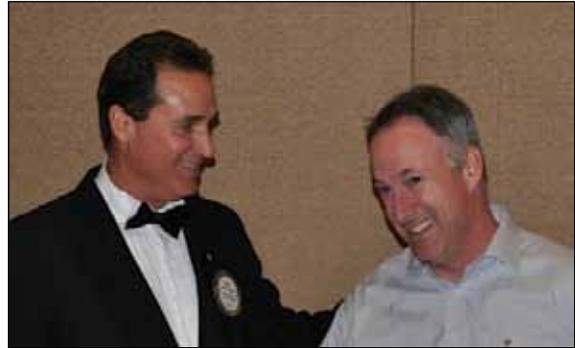
Bob Sorenson mentioned in passing that not a single Rotarian was visiting our club this week, but our fellow Rotarians had been busy inviting their favorite guests, even though some of them were beginning to look pretty familiar: **Matt Everson** introduced applicant and United Way Executive Mike Kallhoff, while **Shannon McConnell's** mother and club applicant Jane Duggan calmly awaits her Red Badge. Former Rotary member Bergen Bourdon stopped by to welcome an old friend from Barefoot Cellars—guest speaker and wine branding consultant Michael Houlihan. **Wayne Rowlands** introduced a fellow member of the Salvation Army Advisory Board, Juan Estrada, and mentioned that Juan's daughter was a recent graduate from the U.S. Naval Academy. **Past President Steve Olson** introduced his guest Ganesan Scrinivasen the new SRJC Dean of Agriculture and resources. **Past President David Brown** welcomed his guest, attorney Jenni Klose, and we all welcomed this year's Youth Exchange Student, Sophia Lai, visiting us for the first time.

SUNSHINE REPORT

The news that *Nicole Le* had given birth to a baby girl that very morning brought empathetic gasps of surprise

(!) from dozens of female Rotarians. **Penny Tibbetts** broke the news that ailing Rotarian **Dick Jenkins** is really getting bored being confined to the Creekside Rehabilitation Center (another huge surprise?). She encouraged us, each and every one, to drop by 850 Sonoma Avenue for a short visit. Visiting hours are from 10 am to 8 pm. If you're late just ring the doorbell and you will be more than welcome. Or call Dick for a chat. The phone number at Creekside is 544-7750.

ROTARIAN OF THE MONTH



Congratulations to **Matt Everson**, named September Rotarian of the Month for his outstanding line-up of Rotary program speakers over the years!

RAFFLE

Announcing that this week's Raffle Jackpot had grown to \$153 with only 48 cards remaining in the deck, **Matt Fannin** asked

Zack Thomas, son of *Ryan & Amy Thomas*, to draw the lucky ticket. **Lena Humber**



won the opportunity to draw one card

Matt Fannin asks Lena Humber to draw a card

from the deck: \$10 in consolation.

CASINO ROYALE

Past President Debi Zaft, chair of our "fun-raising" James Bond Casino Royale celebration reported that to-date only 40 tickets of the 200 that must be sold to fund our club's community projects.

A wonderful evening of make believe and fun at the Furth Center in Windsor, Saturday evening, October 20th, is only two weeks away as each of



us is charged with target ticket sales to ensure success for an exciting evening. Now is the time, fellow Rotarians & friends.

A STANDING OVATION

For the dozens of volunteers from Santa Rosa Rotary who manned the Monte Rio rest stop during the Gran Fondo last Saturday morning. More than 7,000 bikers participated in the “Grandest Fondo” ever to share the joys of Sonoma County on a beautiful day in the hills and valleys in which we are privileged to live.

ANNOUNCEMENTS

- **Wayne Rowlands** announced that Project Amigo is looking for sponsors for some of their students. This is a very worthy project and suggests we check it out and subscribe to the blog site on our club’s website at <http://www.santarosarotary.com/blog/>.
- **Jack Geary** reminded us that the annual Disability Awareness Awards Breakfast will be held in the Flamingo Ballroom on October 17th at 7:30 am. And he’s missing a banner. Contact Jack for more details.
- **Past President Will Haymaker** has posters for you to display at your businesses, watering holes, and environs: Posters are yours for the asking. Call Will at 537-1169 or jway@pacbell.net.
- 12th Annual Veterans Luncheon tickets are now available for the tribute to our veterans on Thursday, Nov. 8th at the Veterans Memorial Auditorium from 11:30 am to 1:30 pm. Flags, speeches, stirring music by the Santa Rosa High School Symphonic Band. And lunch! \$15 per ticket. Contact **Nick Knickerbocker** or **Nona Lucas**.
- **Diane Moresi** announced that the Children’s Nutcracker Christmas Even is scheduled for Saturday, December 15th. Massive manpower needed to help. Santa Claus already signed up!
- **John McHugh** put out a call for food-packing volunteers at the Food Bank, 5:30 pm Thursday, Nov. 15th. Contact John for more information.
- **Karen Ball** collected another blank ticket in the lunch basket again. No one spoke up in spite of the 4-Way Test. An honest mistake or not being a true Rotarian? You should be more careful or speak up, regardless.

MISSING YOUR ROTARY PIN?

Lazy? Absent minded? Ouch! Today’s fine for not wearing your Rotary pin could cost you a dollar. Make it a habit...celebrate being a Rotarian every day!!

COMMUNITY SERVICE

Past President Kathleen Archer reported on the Rotary Project to equip a much needed dental clinic in Uganda. Through a joint cooperative project, the clinic is open and providing dental hygiene for the one Ugandan village: A small step for Rotary...a giant leap for the community of Baeyogerere—Nanboole.

THE TRAVELING McCONNELLS

A Rotary banner from a make-up meeting at the 33rd oldest Rotary Club in the world, a family visit to the

fabulous San Diego Zoo, and gifts for all—Priceless! But then freshman Rotarian

Shannon McConnell

contributed \$50 to our club foundation and \$100 to her Paul

Harris Fellowship and commented that she continues to be amazed at the vast differences between Rotary Clubs. Worth every penny, and more!



Shannon McConnell brings a flag from San Diego to President Bill

THE GRAPES OF ROCK

Wayne Rowlands

contributed \$100 to our Rotary Club to announce next summer’s Half-Marathon where runners will traverse



Sonoma County’s gorgeous Dry Creek Valley and relax with exclusive wine tastings at dozens of picturesque Dry Creek wineries and craft beers from our local breweries. All to benefit the Salvation Army’s Santa Rosa Corps, Doing the Most Good in the North Bay for more than 125 years. The date is Saturday, June 8, 2013. With Fellow Rotarian **Guy Fieri** as Master of Ceremonies, the roster of celebrities, athletes, and performers that continues to grow. Wayne spent two years negotiating with Sonoma County to overcome the bureaucracy and acquire the required permits. As a Rotarian, you have been given seven months advance notice. Mark your calendar and stand by for ticket information. Get ready to invite your best friends and out-of-town guests, arrange guest lodging, and scope out the landscape.

TRUE CONFESSIONS

Tim Delaney announced that upon learning he had prostate cancer he maintained a special diet with promising results and contributed \$100 to the club. Another tough winner—**Matt Fannin**—confessed to completing a “Tough Mudder” last month at Truckee. \$15! **Past President Yale Abrams** confessed that his son had married an attorney and that he and Terry had sneaked away for three weeks in Africa: \$15 for the privilege and \$100 for the guilt. And Blue Badger (finally) **Stephan Passalacqua** apologized to us all that he would have to miss the Casino Royale party due to a family trip to Disneyland. He contributed a full case of Sonoma County wine to our fundraiser as a live auction item.

HERMAN FAMILY THANKS

The club received a card from Lisa Herman on behalf of **Mel Herman's** family for the flowers we sent them. Lisa wrote, “As you know, our father was truly dedicated to the mission of the Rotary Club of Santa Rosa and was a proud member for more than 40 years. Thank you for your friendship and thoughtfulness.”

WORTHY CAUSE MARKETING

This week's guest speaker impacted Sonoma County's wine industry 25 years ago when he founded Barefoot Cellars in the laundry room of a struggling wine co-op near Geyserville and took the winery and its wine to approximately 600,000 cases per year with sales in North America, Asia, and Europe, pioneering such new wine industry concepts as humorous wine labels, “velocity price-point personal house wine”, “Worthy-Cause Marketing”, outreach to the LGBT community, the first successful non-vintage wine program, and breakthroughs in point-of-sale merchandising materials such as ‘shelf-talkers’ and “neck talkers”. Rotarians and their guests were treated to a whirlwind half-hour seminar on brand creation, development and marketing concepts and proprietary tracking & replacement at retail.

Houlihan sold Barefoot to E & J Gallo in 2005, worked as a consultant to help with the transition, then founded a North Bay-based wine and products consulting business called “Great Thinks”. He is a partner in the consulting company, Houlihan & Jones, and has worked pro-bono for several non-profits in the areas of health & conservation.

ANCIENT CIVILIZATIONS

One goal of Rotary's Youth Exchange that brought 16-year-old student Sophia Wan-Ling Lai to Santa Rosa this fall is to expose us to Sophia & her culture—and vice versa—during her year as a California high school senior. While Sophia absorbs the culture of America, we have the opportunity to learn more about a people who live on the other side of the world. Sophia lives with mother and her siblings in a rural community in the Republic of China, a small island state adjacent to the huge industrial nation of China? Her initial impression of Sonoma County alone has to be fascinating to hear. At Wednesday's meeting, **President William** accepted a Rotary banner from Sophia's home country of Taiwan.

Sophia's year in Santa Rosa is a great opportunity of a lifetime for North Bay Rotarians and the right family to inform ourselves about these little-known parts of the world that used to be known as “the Orient”. Our club is looking for a host family next spring for our 16-year-old exchange student. For more information and to get questions answered, contact our Youth Exchange Committee members **Larry Miyano**, **Craig Meltzner**, or **Jeff Gospe**. Go to the club roster or on-line website for their contact information.

PROPOSED NEW MEMBERS

Mike Kallhoff, CEO United Way of the Wine Country sponsored by **Matt Everson** and Jane Duggan, Commercial Broker Associate sponsored by **Shannon McConnell**.

OFFICERS

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

PRESIDENT, ROTARY INTERNATIONAL

Sakuji Tanaka
Rotary Club of Yasjio, Japan

GOVERNOR, DISTRICT 5130

Michael Juric
Rotary Club of Windsor

ATTENDANCE SECRETARY

Jack Abercrombie
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