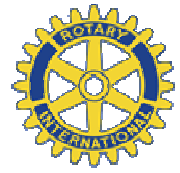




# The Mendocino Rotary View



## Weekly Meeting Reports

### **July 2: New President Dean Watson Opens the Meeting**

*"There is no higher honor than human service. To work for the common good is the greatest deed"--Anonymous*

**President Dean Watson** started out the meeting by taking note of this year's Rotary theme: "The Future of Rotary is in Your Hands." He called attention to **RI President John Kenny's** statement that "The future of Rotary will not be shaped at RI headquarters -- it will be shaped in each and every Rotary club, because it is for each of us -- as Rotarians -- to do what is necessary to keep Rotary strong. Each one of us is standing on the shoulders of generations of Rotarians past, and it is our responsibility to determine Rotary's future." **President Dean** looks forward to his new opportunity to work with all of us in supporting our community and the humanity of our world.

**Tom Honor** shared a story for the day, then **President Dean** recognized **Eric Miller**, visiting Rotarian from Fort Bragg, and **Rich Brandes**, a Guest of **LaDonna McDonald**. **Bruce Lewis** shared a membership moment, recognizing an article in the last issue of *The Rotarian* about "quality not quantity" in recruiting new members. **Frank Englehardt** reminded everyone in a Foundation Moment that July 1 was the start of the new fiscal year for the annual program fund, with a goal of raising \$125 for each member. He reminds us to make checks payable to "Rotary Foundation." **President Dean** reported on the District Conference, and announced that our club won the first place award for membership for small clubs (Thank you's go to **Tom Horner** and everyone else for their great work on recruitment this past year). Our club also earned a third place for our newsletter, a second place for Club Service, and a second place for Public Relations.

Past President **Jerry Karabensh** was our program speaker, covering the upcoming E. John Robinson Art Auction, and also served as Fine Master for the program.

**Harold Hauck** reported on hosting an Exchange Student, indicating that assistance was needed for the August 22-24 rafting trip for transportation and supervision. **John Porter** reported that our Community Services Fund had been used to purchase a laptop computer ultrasound device for Mendocino Coast Clinics and also to support the Eileen Hawthorne Fund whose main duty is providing treatment to pets, including neutering dogs and cats, when the owners do not have money for veterinary care. Rotarians were also reminded that Club shirts are available for purchase, and can be obtained from HIDDEN TREASURES behind the Bayview Café.

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### **July 9: Successful 4<sup>th</sup> of July**

*"Determine never to be idle. No person will have occasion to complain of the want of time who never loses any. It is wonderful how much may be done if we are always doing."--Thomas Jefferson*

**President Dean** opened the meeting to ask for a Story of the Week, which was volunteered by **Tim Bosna**, visiting Rotarian from Fort Bragg, who recounted a well-scrubbed tale from the 4<sup>th</sup> of July parade in Mendocino. Guests of Rotarians were **Scott Schneider** and **Amy Cantor**. **Louis Bohannon** was a guest of **LaDonna McDonald**. **President Dean** reported on the successful 4<sup>th</sup> of July Barbecue, where we netted nearly \$1500, as well as sponsored the lunches of our Marching Band, the fire department, and some of our law enforcement staff. [Please see our special article on the barbecue for more details]



**LaDonna McDonald** was our Fine Master, who expedited the meeting by assessing everyone a small fine. The Thursday program was an informative

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discussion of the new Mendocino County tourism promotion program. **Scott Schneider** reported that a new combined tourism organization, *Visit Mendocino County* (VMC), started on July 1<sup>st</sup> as the official Tourism Bureau, focusing on increasing the economic impact of travel in the County. The new organization represents a combination of resources from the Mendocino County Lodging Association (MCLA), Mendocino County Promotional Alliance (MCPA), and Mendocino Wine and Winegrape Commission (MWWC), and other alliances. Schneider, President and CEO of VMC, stated that this centralized organization will now drive the overall County tourism marketing campaign and provide visitors with information on County activities, lodging, wine, events, food, hiking, shopping and more. "The VMC is truly the positive evolution of travel and tourism in Mendocino County," said Schneider, adding that a



comprehensive travel research study shows that combining resources will improve efficiency, providing even better visitor resources, and ultimately improve the already strong return on investment from our tourism industry. The new group will implement a newly developed marketing plan that outlines goals and strategies for increasing the economic impact of travel throughout the entire county. Schneider reported that about 80% of the visitors currently come to the coast, and information from the past three years show that tourism efforts account for more than \$7.6 million in local taxes and 5,300 jobs. By combining efforts, the new campaign is slated to produce more than 15,000 visitors

spending more than \$1,311 per visit. For more information visit [www.gomendo.com](http://www.gomendo.com)

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### **July 16: Final Plans for E. John Robinson Art Auction**

*"Teamwork divides the task and multiplies the success."* -- Anonymous

The weekly meeting was opened by **President Dean Watson**, where the program involved making the final plans for the upcoming E. John Robinson Art Auction on Saturday. Staffing, assignments, and times were discussed by **Ron Eich** and **Pam Hudson**. The auction is the Club's major fundraiser for the year, and nearly all club members have volunteered to share in the work for creating a successful event. [Please see the special article on the Auction for more details]

Rotarian guests were **Mark Bonanon** and **Rick McDonald**, guests of **LaDonna McDonald**. Visiting Rotarians were **Barbara Tracy**, **Eldon Gibbs**, and **Jim Tracy** from the South Sacramento Club.

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### **July 23: Successful Art Auction Reported**

*"The future belongs to those who believe in the beauty of their dreams."* -- Eleanor Roosevelt

**President Dean** opened the meeting, reporting that the day's program would be reporting on the Art Auction as well as on numerous upcoming events. **Frank Englehardt** offered a Foundation moment by pointing out a few interesting articles in the new edition of *The Rotarian* magazine. He encouraged all members of the club to read the articles on Polio Plus, the 4-Way Test, and E-Mail Etiquette – "7 things to do before you hit the send button."

**Guenter Riegler** is looking for volunteer(s) to take over the photographing responsibilities for the Art Auction next year. The duties include photographing the art for the catalog and website. The photographs are important to the success of the auction, and must resemble the original without any glares or

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reflections. The volunteer will have to trim the photos, fix perspective (rectangular shape) and fix color.

**Roger Schwartz** enlightened the group with a poem reading, and an assortment of quotations. **John Innes** reported progress on the new Membership Book, and is asking every member to proof read their biographical information and make any necessary changes. He also reminded us about ordering a Rotary shirt from Hidden Treasures—the shirts create good visibility at events, such as the upcoming Golf Tournament. Rotary caps are also available from the club in blue or white.

**Jack Zahniser** updated members on the Annual Rotary Golf Tournament, scheduled for Sunday, September 6th. Jack and **Ericha Sevy** are co-chairs.

**Jerry Karabensh** served as the Fine Master, asking various questions relating to famous art and artists. Jerry also reported on the success of the Art Auction, where we made about \$25,000. This amount is lower than the last few years. **John Porter** officially made the most raffle ticket sales at over \$7,000, although many others were close behind, such as **Paul Selchau** and **Tom Honer**. Many others also had very high ticket sales. **Paul Selchau** also indicated that he would like to donate \$5.00 to the club for all the shrimp he ate at the Auction!! (He did in fact donate the \$5.00...) Please see the article in the Special Events section for details on the Art Auction.



Rotarian guests were **Mark Bonanon** (guest of **Wilma Tucker**), **Rick McDonald** (guest of **LaDonna McDonald**) and **Leon Thompson** (Guest of **Harold Hauck**). Visiting Rotarians were **Barbara Tracy**, **Eldon Gibbs**, and **Jim Tracy** from the South Sacramento Club.

[Many thanks to **Ericha Sevy** for taking great notes while your newsletter editor was on vacation]

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## July 30: Informative Meeting on Assisting Local Scholars

*“Never, never rest contented with any circle of ideas, but always be certain that a wider one is still possible.” --- Pearl Bailey*

**President Dean** opened the meeting, and called on **Heather Paulsen** who reminded us that the Rotary Theme for this year is “The future of Rotary is in your hands.”

**President Dean** informed us that the Governor’s dinner is coming up in September, when Governor **Kirk Brown** will be visiting. Our president also reported briefly on the Board retreat, indicating that the retreat went well: “A good productive day, and we’re off to a good start for the new year.” **President Dean** indicated that a State-of-the-Club address with a more complete report would be forthcoming soon.



Our guest was **Jody Stickels** (guest of **Erich Schmid**). Those Rotarians who neglected to wear their pins contributed mightily to our cause—**President Dean** announced that he would pay \$20 whenever all members wore their pins to a meeting, otherwise the contributions would come from the pin-less. **President Dean** announced upcoming rotary foundation seminars in August, and these seminars update us on new happenings in Grants, Peace Fellows, Polio, Giving, Group Study Exchange, and Scholarships.

Our Fine Master for the day was **Jerry Karabensh**, who stumped most Rotarian scholars with his questions regarding universities and colleges. Our speaker was **Sue Gibson**, the Regional Coordinator for the *Partnership Scholars*, which gives students in low income minority communities a life-changing opportunity to turn a dream of college education into a reality. The non-profit organization began in 1996 in Southern California, and has spread throughout the state. As of June 2009, 451 students have been inducted into the program, with 160 graduating from high school. Of those, 93% are in four year colleges with an average of over \$63,000 in scholarship aid.

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Several children from our community have been assisted after passing through a rigorous screening program starting in seventh grade of students with a 3.0 average. The *Partnership Scholars* provides a one-to-one mentoring program for these motivated but disadvantaged students, enriching their cultural and educational activities including field trips to museums, concerts, musicals, sporting events, exhibits, and restaurants.

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### Special Events for July

#### ***July 4<sup>th</sup> BBQ: Good Times, Good Fundraiser, & Good Community Outreach***



4<sup>th</sup> of July Chefs Bruce Lewis and Brandt Stickel

The BBQ was a great event that sold out of burgers and hot dogs again! Our efforts accomplished:

- A very successful service project that was highly interactive and spread good will in our community
- Proceeds were raised to meet our clubs challenge grant contribution for Polio Eradication.

- We sponsored (by providing meals) a Fort Bragg Marching Band that took a first place in the parade.
- The Fire Department and Law Enforcement were also supported by meals being provided at our barbecue.
- Our Art Auction was supplied cookies and soft drinks from the barbecue for the artist reception. The upcoming Golf Tournament will have supplies of soft drinks, water, chips, condiments and paper goods from our event.

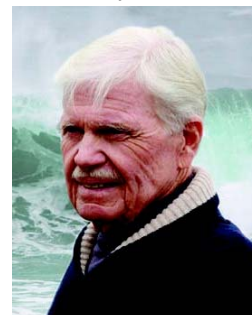
Thanks to all who helped make this a successful fundraise: **Lin Scott** and **Gerri Lewis** providing much of the packaging coming off the grill--Lin also brought her 12 year old daughter **Alex**, whose helped was greatly appreciated. Thanks to spouses **Kathy Karabensh, Shirley Watson and Rick McDonald**. Shirley Watson also brought reinforcements with 11 year old granddaughter **Breanna Greene**. Additional Rotarians working for our club were: **Gary Garcia, Susan Cimmiyotti, Kathleen Rzeplinski, Don Hill, LaDonna McDonald, Jerry Karabensh, Ron Eich, David Wasley and Dean Watson**. We also had Rotarians marching with banners in the parade promoting our upcoming Art Auction and Golf Tournament--Many thanks to **Don and Wilma Tucker, Rick McDonald, John Cottle, Susan Cimmiyotti and Roger Schwartz**.

Thank you to the Fort Bragg Rotary Club for the loan of a great cooking grill. Additional thanks to Harvest Market and team for the support and donations supporting our event.

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#### ***E. John Robinson Art Auction was held July 18<sup>th</sup> in the Odd Fellows Hall***

The 38<sup>th</sup> annual Art Auction was held July 18<sup>th</sup>, and honored the late E. John Robinson. E. John joined the Rotary Club of Mendocino in 1971 when the goal of the club was to provide scholarships to deserving



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Mendocino High School seniors. E. John conceived of the idea of an Art Auction and Raffle, and suggested that a scholarship be awarded to an art student. Years later, the Art Auction remains our club's primary fundraiser, and we are now providing



The paintings were hung, flowers set out, banners strung, and interested bidders began to come in to sample the delicious hors d'oeuvres.

as many as fifteen scholarships each year to deserving students, preserving all forms of study.

The Auction this year was well attended and earned about \$26,000, which is about \$6500 less than last year. However, raffle ticket sales were only slightly less than last year, with **John Porter** selling \$7000 alone.

These funds allow our club to continue to provide assistance to the communities of the North Coast



Susan Weaver and her sister, Kris Smith, continued to sell raffle tickets during the preview. Note the E. John Robinson painting in the background.

through a variety of grants and scholarships. Deserving students receive help with their college tuition, and we sponsor both incoming and outgoing exchange students. Grants are also awarded to a variety of local non-profit organizations working in the areas of youth, health, safety and cultural enrichment.

Many people worked very hard to make our annual auction a success. Thank-you's go to **Pam Hudson**, the Auction Committee Chair, and to everyone who assisted:

<b>Ron Eich</b>	<b>Jerry Karabensh</b>
<b>Ron Ensign</b>	<b>John Porter</b>
<b>Guenter Riegler</b>	<b>Roger Schwartz</b>
<b>David Wasley</b>	<b>Jack Zahniser</b>
<b>Mark Bohannon</b>	<b>Shirley Watson</b>
<b>LaDonna McDonald</b>	<b>Frank Engelhardt</b>
<b>Susan Weaver</b>	<b>Brandt Stickel</b>
<b>Dean Watson</b>	<b>Lin Scott</b>
<b>Susan Weaver</b>	<b>Kris Smith</b>
<b>John Innes</b>	<b>John Cottle</b>
<b>Gary Garcia</b>	<b>Heather Paulsen</b>
<b>Janis Porter</b>	<b>Harold Hauck</b>
<b>Ray Alarcon</b>	<b>Susan Cimmiyotti</b>
<b>Ericha Sevy</b>	<b>Rick McDonald</b>
<b>Wilma Tucker</b>	<b>Susan Warner</b>
<b>Bruce Lewis</b>	<b>Matt O'Halloran</b>
<b>Matt Rowland</b>	<b>David Wasley</b>
<b>Tom Hudson</b>	<b>Rich Brandes</b>
<b>Bill Scott</b>	<b>Paul Selchau</b>
<b>Loren Rasmussen</b>	<b>Collin</b>

Thanks also to all who loaned paintings by E. John Robinson for display: **Erich Schmid, Jerry Karabensh, Harold Hauck, John Porter** and **June Robinson**.

More Art Auction pictures and additional recognitions to anyone whose name we missed will be in the next issue (August).

Today is the day for decisive action! ... Or is it?

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Flowers at the Art Auction were arranged by **Shirley Watson**, which added to the beauty of the displayed art.



Photos courtesy of **Dean Watson**.

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**Thank You, Wilma**

Special thanks go to Wilma Tucker who was the Mendocino Rotary View newsletter editor for six years—thanks so much for all the effort, Wilma!

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Guglielmo Marconi 1874-1937

Did you know the inventor Marconi was a Rotarian? Marconi was the inventor of the first commercially-viable wireless radio, and was an active member of the Rotary Club of Bologna, Italy.



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## August Schedule

The following members were listed as greeters and collection agents for the upcoming meetings. Remember that this year the list is proceeding alphabetically.

<u>Date</u>	<u>Greeter</u>	<u>Collection Agent</u>
8/6	Don Hill	Tom Honer
8/13	Pam Hudson	Tom Hudson
8/20	John Innes	Jerry Karabensh
8/27	Bruce Lewis	Bill Masterson

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*Something you'd like to see in the newsletter?  
A photograph you'd like to share?*

Just email the editor, Susan Warner, at [warners9911@cs.com](mailto:warners9911@cs.com) and make your suggestion.

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