



THE MENDOCINO ROTARY VIEW



FEBRUARY 2011



Fellowship & Song!



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Weekly Meeting Highlights

February 3: Bruce Lewis is Chairperson of the Day for a Program on Membership Recruitment

"Don't forget this club nearly went out of extinction last year." ~ Alan Smith .

President Guenter Riegler opened the luncheon meeting, welcoming **Elizabeth Hudson**, guest of **Pam** and **Tom Hudson**; and Rotarian **Chris Parr-Feldman**, our guest speaker from the Santa Rosa West Rotary Club.

President Guenter then immediately fined himself. He assisted **Susan Warner** who was on vacation by picking up the newsletters and folding them for distribution, but then forgot them at home!

Tom Hudson spoke about the Rotary Ski trip that he, **Pam** and their daughters took to Mt Shasta as part of our District's Youth Exchange. Also attending was Mei Lin Jackson, our Outbound Exchange Student. Mei luckily received her first choice in countries to travel to – Argentina. The 2010-2100 Inbound students from other countries and our District's 2011-2012 Outbound students attended the Shasta ski trip—the weather was beautiful and everyone had a good time.

EVERY ROTARIAN EVERY YEAR **Frank Engelhardt** spoke a few minutes on some international projects funded through The Rotary Foundation with our annual donation of \$125 per member. Frank reminded us that 50% of the funds our district provides annually come back to the district to be used in matching grants.

Happy dollars rolled in – **Susan Cimmityotti** is going to be a grandmother. **Matt O'Hallaran** was happy **Wilma Tucker** is back . **Pam Hudson** was happy **Susan Weaver** was back and **Jerry Karabensh** was delighted he did not have to work in Eureka this week.

President Guenter reported on a meeting he had attended in Ukiah about this year's Group Study Exchange from Japan. There will be 5 members traveling the coast from April 25, 2011 to April 27, 2011. We will need housing and possibly drivers for several Group Study Exchange members and will need to show them some of the businesses in our area. We will probably do a joint meeting or dinner with the Fort Bragg Club on April 26th.



Jerry Karabensh advised the club that we were contacted again by the Poipu Beach, Hawaii Rotary Club to buy raffle tickets for their fundraiser. All three prizes include lodging in Hawaii plus airfare and \$1000 spending money for first place. If we purchase a certain amount of tickets our club gets to keep some of the funds collected. Value of the first prize is \$3500.

Dean Watson and **John Porter** are working on our club's theatre night March 24th. The play is "Born Yesterday" and Bob Cohen will provide further insight about the presentation. The cost is \$25 per person and it is important that we sell out the house!



Harold Hauck spoke about the Pt Cabrillo Light Station Whale Festival Event and asked for help parking cars.



Bruce Lewis skipped the fines and introduced our speaker **Chris Parr-Feldman**. Chris has been a Rotary member for many years and has never missed a meeting. She has been very active in Rotary and has been a GSE Team Leader, District 5130 PR Chair and District Membership Chair. Chris and Santa Rosa Rotarian Maureen Merrill created the 33% Solution. This is a way for clubs to make getting new members easy. Because different Rotarians have different personalities, membership should be done in a team. Each team should have a sales Person (a go-getter who

33% Solution!

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loves talking with people), a Bean Counter (a person that loves to do the paperwork needed for a new member), and a Mentor (the person that will guide the new member through the first few months of membership so that the new members get involved and engaged. By the time she finished this presentation we were all charged up and raring to go.

Chris also showed us the Rotary Tote Bags that her club is selling. They look like the blue Walmart shopping bags with a big Rotary logo in yellow. These are in response to this year's "Go Green." She also mentioned the District Assembly on April 1st and 2nd. Finally, Chris spoke about the new generational Rotary Club. This new club has all members 30 years or younger. Rotary requires 4 monthly meetings and this new club has two regular meetings and the remaining two meetings are working on projects. This is to accommodate the schedules and families of the 30-year and younger set.

[Many thanks to **Susan Weaver** for taking notes and developing the summary of this week's meeting!]

February 10: Tom Honer is Chairperson of the Day for a program on Air Quality

"One of the first laws against air pollution came in 1300 when King Edward I decreed the death penalty for burning of coal. At least one execution for that offense is recorded. But economics triumphed over health considerations, and air pollution became an appalling problem in England." ~ Glenn T. Seaborg, Atomic Energy Commission chairman, speech, Argonne National Laboratory, 1969



President Guenter convened the meeting, then welcomed guest Rotarian **John Cinnamon** from the Fort Bragg Club; **Fran Tucker** guest of **Wilma Tucker**; **Chris Brown**, our guest speaker; and **Sue Mackovkin**, guest of John Cinnamon.

Everyone was wearing their pin during pin check, a very nice feat. "What does that mean," asked **Erich Schmid**. "Nothing," replied **President Guenter** with a wry smile.

Bruce Lewis reported under Membership Moment on the progress from last week's 33% Team for membership recruitment, and passed around a sign-up sheet for people to select their team. Then, he said, "It's 3-2-1: three people work two months and recruit one person." The Teams consist of a Team Leader (the person who first will contact a prospective member), a Coordinator (who maintains the records and is the "bean counter"), and a Mentor (who advises the person for the recruitment and learning period.)

Club members were updated on the Group Study Exchange. Pictured at right is the outbound District 5130 GSE Team visiting Japan's district 2620 last October.



The inbound team for GSE from Japan will be arriving on April 9th. They will reach our area later in the month, attending the Gualala meeting on Monday April 25th, and will jointly be hosted by the Fort Bragg and Mendocino Clubs for two and a half days, then they go on to the Willits-Ukiah area. Some of the ideas for the GSE include a tour of the Botanical Gardens, joint meeting at lunch or evening at the new aquatic center, perhaps a cooking class at "Living Light," a brewery tour, walking the headlands or McKerricher park, Skunk Train excursion, tour of the lighthouse, and other interesting possibilities.

Roger Schwartz reported that Rotary International had invited members to open a new RI credit card and the club receives \$25 for each opened or approved account.

Rich Brandes reminded the Community services Committee of the meeting what will occur just after the luncheon meeting to set a time to review the grant applications.

John Porter reported on the plans underway for the play night, with the play being *Born Yesterday*. Hors d'oeuvres and wine for only \$25 a person.

Chairman of the Day **Tom Honer** introduced **Chris Brown** from the Air Quality Management District. Brown explained that the agency receives its funding from the State and is subordinate to the California Air Resources Board.

Brown explained the requirements for obtaining a burn permit and the need to check before burning, once permitted, to determine if it is an approved burn day:



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- Burn permits are required year round.
- Open outdoor burning is only allowed on permissive burn days set by the Air Resources Board.
- Only vegetative matter may be burned. The vegetation must have grown on the property.
- Burn barrels cannot be used in Mendocino County.
- Always call the burn information line before burning (463-4391)
- READ the Burn Information Sheet that came with your permit

Additional information about the AQMD can be found at mendoair.org (which automatically redirects you to the home web page of the District at <http://www.co.mendocino.ca.us/aqmd/>)

In addition, the web site has information on air quality data including real-time feeds. The feed from the date of this issue was: "Local Air Quality Feed - from Air NOW Mendocino County, CA - Current Air Quality Mendocino County: 02/28/11 9:00 AM PST Good - 23 AQI - Particle Pollution (2.5 microns) Good - 18 AQI - Ozone Agency: Mendocino County AQMD Last Update: 02/28/2011 09:45:16 AM PST

February 17th: John Porter is Chairperson of the Day for a Program on Haiti

"Ideas are the building blocks of ideas." ~ Jason Zebehazy

President Guenter welcomed **Fran Tucker**, guest of **Wilma Tucker**; **John and Debbie Turnbull**, guest speaker and honored guests; **Mei Lin Jackson**, guest of **Susan Weaver**, to our luncheon meeting.

Jerry Karabensh reminded members that an opportunity still existed to purchase raffle tickets for the Hawaii trip offered by the Poipu Beach, Hawaii Rotary Club as

a fundraiser.

Dean Watson reported on preparations for our upcoming Theatre Night on March 24th.

Susan Weaver introduced **Mei Lin Jackson**, our out-bound Youth Exchange Student. Mei Lin is a sophomore and the 10th Grade Class President. She will be spending her Junior year in Argentina, somewhere near Buenos Aires. Mei Lin is active in sports liking basketball and soccer, and she is also in the Chamber Singers Choir, and is involved with black-and-white photography, developing and printing the photographs in a dark room. She is excited and looking forward to the exchange, and will likely have a blog reporting on her studies and travel.

President Guenter reported on the progress for the GSE program—the visiting Rotarians from Japan will be hosted jointly with the Fort Bragg Club. **Sandy and Guenter Riegler** are hosting one of the Team members, **Rich and Lisa Brandes** are hosting another team member, and the Fort Bragg Club is hosting the other three Team members.

Bruce Lewis reported on Membership, indicating everything was continuing with the **33% Plan**.



Frank Engelhardt indicated that Rotary can select Paul Harris Fellows from non-Rotarian community members who exemplify the purpose of Rotary. Today, Frank was honored to present the Paul Harris Fellow recognition to both John and Debbie Turnbull

for their life work (pictured below). The Turnbulls have been generous to the Mendocino Rotary Club with



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their annual ark donations to our fundraiser auction, and have also been generous to the world with their humanitarian work. Congratulations to John and Debbie Turnbull, a well-deserved recognition!



We had another **Paul Harris Fellow** award when **Dean Watson** presented **John Cottle** with his pin and certificate. Congratulations, John!

Dean added that with John's achievement, the club now has 74% of the membership as Paul Harris Fellows.

Chairperson of the Day **John Porter** then introduced John Turnbull who has made several trips to Haiti as part of the earthquake recovery effort, and is soon to return. On his next trip, Turnbull will be involved with making building blocks out of the rubble itself. He described the blocks as being like Legos, fitting together in the same way.



Recycling the concrete rubble into new building material eliminates two hurdles to reconstruction in Haiti. First, debris is removed. Instead of needing to be hauled away for disposal, the debris is being used. Second, the debris is a source of scarce aggregate, which is costly to find, mine and truck in. Although there were initial concerns with the strength of concrete made from the rubble (which was low quality concrete that failed in the earthquake), tests have shown that Haitian concrete debris, even of

inferior quality, can be effectively used as recycled coarse aggregate in new construction and still achieve strength requirements of 3,000 pounds per square inch.



Crushing rubble for concrete in Haiti (Photo by Ben Edwards courtesy USAID)

February 24th: Rich Brandes is Chairperson of the Day for the Second Chapter on Global Climate Change

“Regarding, the oft-quoted frog-in-boiling-water myth which claims that frogs cannot sense a slow change in the temperature of the water around them—Professor Victor Hutchison, emeritus research professor from the Department of Zoology at the University of Oklahoma, says: ‘The legend is entirely incorrect! The “critical thermal maxima” of many species of frogs have been determined by several investigators. In this procedure, the water in which a frog is submerged is heated gradually at about 2°F per minute. As the temperature of the water is gradually increased, the frog will eventually become more and more active in attempts to escape the heated water. If the container size and opening allow the frog to jump out, it will do so.’ So real-life experiments show that the frog-in-boiling-water story is wrong .”
 ~ Dr. Karl S. Kruszelnicki

President Guenter welcomed our many guests: **Fran Tucker** guest of **Wilma Tucker**, **Jim McCummings** guest of **Lin Scott**; **Travis Rzeplinski**, guest of **Erich Schmid**; **Justin Cottle**, guest of **John Cottle**; **Grant Miller**, guest of **John Cottle**; **Janis Porter**, guest of **John Porter**; and **Joan Selchau**, guest of **Paul Selchau**.

Rich Brandes reported on the grants about to be awarded through the Community Services committee—over 20 applications were received, and awards went to many. \$10,000 was available to be awarded, from which the first \$1500 had been already awarded to the senior center for the

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new ice machine, leaving \$8500 available to distribute to the successful applicants. Applicants had not yet been informed of the results, and more detailed report will be in the next newsletter.

Members were given a reminder of the district Assembly and the personal invitations each member had received to attend this April 1-2, 2011, event. The cost is \$25, and Rotarians can sign up on the District 5130 website. Members were also informed that the International Rotary Conference will be in New Orleans this year between May 19 and 25, 2011.

Lin Scott reminded the Rotary Scholarship committee members of the meeting scheduled for next Thursday.

Roger Schwartz reminded members about the Poipu raffle tickets availability.



Rich Brandes, Chairperson of the Day, introduced Nobel laureate **Evan Mills** who again spoke to members about climate change. Mills was a member of the Intergovernmental Panel on Climate Change (IPCC) and shared the 2007 Award with Albert (Al) Gore Jr. for “their efforts to build up and disseminate greater knowledge about man-made climate change, and to lay the foundations for the measures that are needed to counteract such change.” Dr. Mills, with Lawrence Berkeley National Laboratory, has broad expertise in the economic implications, risk-management, and planning/policy implications climate change.

Today’s talk emphasized the opportunities for changing the outcome with climate change. He said we

have three choices: mitigate, adapt, or suffer. Mitigation involves reducing the greenhouse gas emissions, and energy efficiency is one of the cheapest and quickest ways to do so. He quoted Henry Ford, who said: “Everything can always be done better than it is.”

You can evaluate your own potential home energy savings at hes.lbl.gov



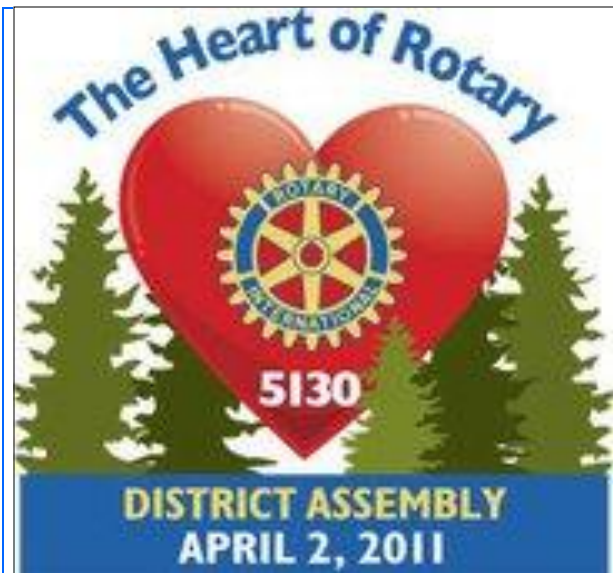
Justin Cottle, winner of weekly raffle, with John Cottle



Enter the Poipu Beach Hawaii Rotary Club Raffle!!

You may purchase raffle tickets for an exciting trip to Hawaii. All three prizes include lodging in Hawaii plus airfare and \$1000 spending money for first place. If we purchase a certain amount of tickets our club gets to keep some of the funds collected. Value of the first prize is \$3500. Email Jerry Karabensh (jkk@mcn.org)

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District 5130 News: “Heart of Rotary” District Assembly Is Coming Up April 1-2 in Ukiah—don’t miss this opportunity to attend an Assembly in Mendocino County!

With the “Heart of Rotary” District Assembly coming on April 2nd, Maureen Merrill, District Governor Elect, believes the Assembly will be a valuable way to spend a day—learn not only club operations and management, but also develop your talents, leadership skills and untapped potential while gaining insights that help in your other endeavors. Maureen states that “This assembly will energize and inform you and your club members, increasing our effectiveness, success and enthusiasm in all of our activities.” April 1 will be an opportunity for meeting other Rotarians around the District at the Heart of Rotary Dinner from 6:00 pm to 9:00 pm, with entertainment by The Rotary All Star Band from 6:30 pm to 8:30 pm. The dinner will be held at the Barra Winery of Mendocino. The meeting is on April 2nd.

Learn more and register at:
<http://www.theheartofrotary.org>



Q. How many psychiatrists does it take to change a light bulb?

A. Just one, but that light bulb really has to want to change!



Don't forget to sign in each week!

Do you know the Rotary theme for 2010—2011? It's displayed at every meeting, and is always somewhere in the newsletter!

ANSWER:
**“Building Communities—
 Bridging Continents”**



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Something you'd like to see in the newsletter? Just email the editor at warners9911cs.com and let her know.

Like the Photographs?

Most of the images are by **Guenter Riegler or Paul Selchau**, both of whom deserve a big thank you! A few of their best appear below, and thanks to both of them for all of the images over the years.

This issue and past issues of the newsletter can be found at <http://>



Mary Scott at Charter Night, with Joan Eich; more Charter Night pictures were in the January newsletter.



UPCOMING EVENTS

March 8th—Board Meeting. All are welcome.

April 1st—District Dinner, Barra Winery

April 2nd—"Heart of Rotary" District Assembly

May 19th-25th—International Rotary Conference in New Orleans

MONTHLY CLUB ASSIGNMENTS

Date	Greeter	Collection Agent	Chairman of the Day	Speaker	Topic
3/3/2011	Mike Kelley	Pam Hudson	Susan Warner	Susan Warner	Water Quality Protection in California
3/10/2011	Bill Masterson	Jerry Karabensch	Roger Schwartz	Tom Reed	Photography in Patagonia and Torres Del Paine Chile
3/17/2011	Matt O'Halloran	Bruce Lewis	Dean Watson	Pamela Lindsted	Jackson Demonstration State Forest
3/24/2011	Dark	Dark	DARK	Mendocino Theatre Night	"Born Yesterday"
3/31/2011	Erich Schmid	John Porter	Dean Watson	James Platt	Point Arena Lighthouse
4/7/2011	Susan Warner	Roger Schwartz	Tom Hudson	David Eyster	District Attorney for Mendocino Cty
4/14/2011	Wilma Tucker	Bart Grimes	Guenter Riegler	Guenter Riegler	Mendocino Rotary Club
4/21/2011	Paul Selchau	Susan Weaver	Susan Weaver	Interact	Interact
4/28/2011	Jamie Buckner	Rich Brandes	Dean Watson	Carolyne Cathey	Mendocino Area Parks Association

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