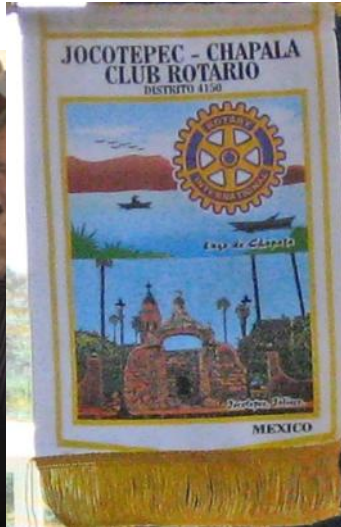




# THE MENDOCINO ROTARY VIEW



## NOVEMBER 2010



EVERY  
ROTARIAN  
EVERY  
YEAR

- Inside this Issue:**
- Weekly Meeting Highlights
  - Art Auction Meeting
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  - Monthly Meeting Assignments



## Weekly Meeting Highlights

### November 4: Jerry Karabensh presents Immunization and Your Health

*"When I worked on the polio vaccine, I had a theory. I guided each [experiment] by imagining myself in the phenomenon in which I was interested. The intuitive realm . . . the realm of the imagination guides my thinking." ~ Jonas Salk*

**Past President Jerry Karabensh** stepped in for absent President **Guenter Riegler**, and introduced visiting Rotarians **Bill McCracken** from Clackamas Oregon, **Mary Sackett** from San Rafael Harbor Club, and **Rosemary Sackett** from the Great Lakes Okoboji club in Iowa. Our guests also included **Elizabeth Warner**, guest of **Susan Warner**; **Bill Sackett**, guest of **Rosemary Sackett**; and **Richard Green**, guest of **John Cottle**.

**Jerry Karabensh** reminded club members that Board meetings are the second Tuesday of each month. **Bruce Lewis** announced a new program to bring in new members, which will be more fully explained at a later date. The program involves everyone in the club forming a team of three, then each team has six months to bring in one new member.

**Harold Hauck** informed the club that his wife, Gloria, has suffered a stroke the previous night. Gloria was at Coast Hospital, and was doing reasonably well

**Bill Masterson** provided the "Who Am I" for the day, telling us that he was born in Queens and moved to California when he was twelve, during the second World War. After working through high school to help support the family, then working full time as a truck driver, Bill realized the importance of getting an education. He focused all of his energy on studying, going to law school after getting out of the army. He began practicing law about 50 years ago. He advanced from his work as an attorney to serving on the Superior Court then serving on the Court of Appeals. Now retired to Mendocino, Bill continues to do private arbitration. Married for 37 years, Bill has four children, including one who is a federal prosecutor.

**Jerry Karabensh**, a pharmacist trained in providing immunization injections, gave an informative program

on vaccinations. In 1996 the American Pharmacists Association (APhA) launched a national initiative to include vaccination in expanded pharmacist services. Subsequently, a number of states including California have permitted pharmacists to vaccinate.



Jerry told us how the recent trend of delaying or skipping vaccines has put children across the country at risk for diseases like Hib (Haemophilus influenzae type b), whooping cough and measles. Vaccine-preventable diseases are a very real threat to children who are not properly protected. Each year children do get sick, and some of them die, from illnesses such as influenza (flu), pertussis and meningitis. Immunization is one of the most successful public health achievements of the 20th century. Due to systematic vaccination programs, smallpox has been eliminated worldwide, and cases of polio, measles, diphtheria and Hib are at all-time lows. The burden of other diseases has been significantly reduced.

After his informative presentation, Jerry provided an immunization clinic for flu and pneumonia injections.



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## November 11: Mike Kelley is Chairman of the Day for Program on the Community Services District.

*"The sea is the universal sewer." ~ Jacques Cousteau*

**President Guenter** welcomed club members to the weekly luncheon. John Cottle provided the "Who Am I" for the day, informing us that he was born in Oklahoma. After serving as a medic in Vietnam, he became hooked on medicine, and wanted to make a difference. He received his undergraduate degree in psychology, and worked as a physical therapist at the student health center, then went to osteopathic college in Tulsa, before interning in Indiana, then practicing medicine in Michigan. He did primary care in a solo practice,

then a group practice before living in Colorado for 13 years. He and his wife Betty and children moved to Mendocino because of the area and the schools, and he currently works with the North Coast Family Health Center and also is Medical Director at Sherwood Oaks.

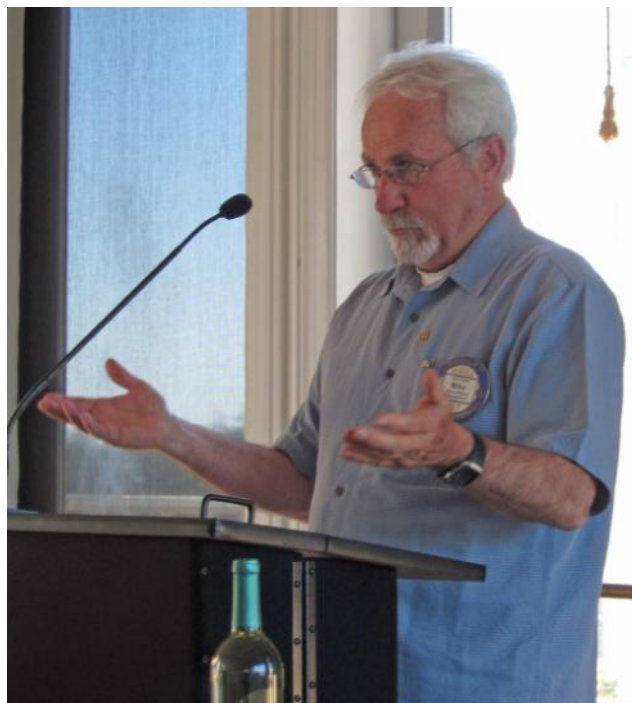
**President Guenter** informed the club of lovely exhibits at the Legion of Honor ("Japanesque") and at the De Young Museum (Post-Impressionist Masterpieces from the Musée d'Orsay) in San Francisco.

The last Board meeting had too few attending, and must be re-scheduled.

**Jerry Karabensh** gave a summary from the Art Auction and Raffle recap meeting: We netted the same as last year, primarily because of increased cost savings; we sold the same number of raffle tickets; the problem was the economy and lack of out-of-area bidders. Jerry told us that the group was considering keeping the same approximate calendar date next year, but perhaps expand the type of offerings in the auction to include wine, restaurant/inn pairings. He also indicated that the club members were trying to determine the appropriate venue for the type of event finally selected. The next meeting would be November 30th, and the club meeting of December 9th would present all of the ideas and options to the full club.

**Rich Brandes** indicated that he had attended the *Festival of Brotherhood* in Mexico last week, and described the programs being supported by Rotary in the area.

**Mike Kelley** presented a program on the Mendocino City Community Services District. The early history of waste disposal in the town included ditches and pipes leading to the sea, cess pools, and septic tanks. The Mendocino City Community Services District (MCCSD) was formed as an independent Special District, and is now responsible for the protection and management of the water resources within the District.



One of the first needs was a community sewage disposal system, which was constructed in 1975. The 1975 plant was an improvement to the historical waste collection and treatment, but still was less than desired. Many projects throughout the past thirty years have improved the plant, so that the current collection, treatment, and disposal facility is an advanced wastewater treatment plant.

The plant serves a population of approximately 4,000 from the community of Mendocino, Russian Gulch State Park, and Headlands State Park, and consists of comminution, extended aeration activated sludge treatment, secondary clarification, tertiary dual-media filtration, chlorine disinfection and dechlorination. Biosolids are aerobically digested and dried with a belt filter press and dryer prior to placement in a permitted landfill. Condensate from the sludge dryer is returned to the headworks.

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Onsite storm water runoff is also diverted to the plant headworks for treatment. During the dry weather season (generally May through October) and other periods as needed, tertiary treated effluent is discharged in batches to the water recycling system, which consists of a 55,000 gallon storage tank, accompanying appurtenances, and a pop-up sprinkler system located on the Mendocino High School athletic fields. Mike informed us that one of the current challenges with the wastewater system is to more effectively address accumulation of fats, oils, and greases.

The MCCSD also is responsible for groundwater management and street lighting. The primary goals of MCCSD are to efficiently treat the community's wastewater and effectively manage its groundwater resource.

**November 18: Bruce Lewis is Chairman of the Day with a program by Dave Turner**

*"Business opportunities are like buses, there's always another one coming." ~ Richard Branson, founder of Virgin Enterprises*

**President Guenter** welcomed visitors to the weekly club luncheon: **Mark Bohannon**, guest of **Wilma Tucker, Linda Mechling**, guest of **Kathleen Rzeplinski**; and **Dave Turner**, our guest speaker. **Frank Engelhardt** provided a Foundation Moment, indicating that ten members had now contributed \$1210 to the Annual Program Fund, and our goal for the year is over \$4000.

**President Guenter** reminded club members that the next Board meeting date was December 14th (then January 11th followed by February 8th).

**John Innes** informed us that **Chef Robert** had again, for the



third year, won the award for preparing the best mushroom soup in the competition at the Mendocino Mushroom Festival.



**Bruce Lewis** introduced **Dave Turner**, our guest speaker and owner of FloBeds. Dave told us that he had attended Stanford where he began his first entrepreneurship by starting a waterbed store. He then developed the latex bed that currently is the centerpiece of his FloBeds business, now located in Fort Bragg and online. In 1979 Turner formed FloCare National and provided specialized home delivery and warranty service for Sears, JCPennys and regional specialty stores in 10 states. In 1986 subsidiary, SoundSleep, began supplying JCPenney and other retailers with high quality soft-sided flotation sleep systems. In 1989, Dave incorporated as Turner Express Company, Inc., and continued operating service centers in Florida, Texas and California, providing product assurance and becoming experts in mattress construction while beginning to eliminate the less profitable trucking aspect of business. In 1992, FloCare Product Assurance Components, started as an added service to the national retailers and regional sleep shops was becoming an ever growing



part of the business.

Dave is very active in the Fort Bragg community, and has served as Mayor, Vice-Mayor and Councilman since 2002.

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## Things to Consider in Next Year's Art Auction Planning

We have held our art raffle and auction for 39 years, and in recent years the returns for the raffle have held firm, but are not growing, and the returns from the auction have been diminishing. The November 30th (9:30 a.m.) meeting at the Hill House will discuss options for this major fundraiser. Considerations include the focus of the event, the venue, the timing, and much more. Come share your thoughts.

Items to be aware of include:

- Past history: Our past history of holding the auction in October (Columbus Day weekend), then for a few years in July combined with the Music Festival, then back to October this year. The venue in recent times has been Crown Hall, Oddfellows Hall, and the Mendocino Art Center. The need to serve wine and showcase art limits the selection of a venue.

- Other similar events near the same time:

*Pure Mendocino* in August, presenting a weekend of organic farm and processor tours, presentations and workshops during the days, culminating in a big tent organic food and wine tasting, dinner and auction benefit

*Studio Discovery Tour in September from Westport to Sea Ranch:* Two weekends! 48 artists open their studios along the scenic Coast for a free self-guided tour. Original work in water-color, oils, glass, ceramics, jewelry, sculpture & textiles!

*Winesong!* on the second weekend in September with annual wine tasting event and auction in the Gardens by the Sea.

*Abalone Festival & Cook-off* at Noyo Harbor with food, beverages and Local Mendocino Wine available for purchase. Guests also enjoy live entertainment, a raffle and silent auction.

- Saturation point for local art purchases
- Outreach costs for attracting out-of-area bidders
- Expectations of out-of-area participants in entertaining venues (food, wine, music combined with entertaining auction)

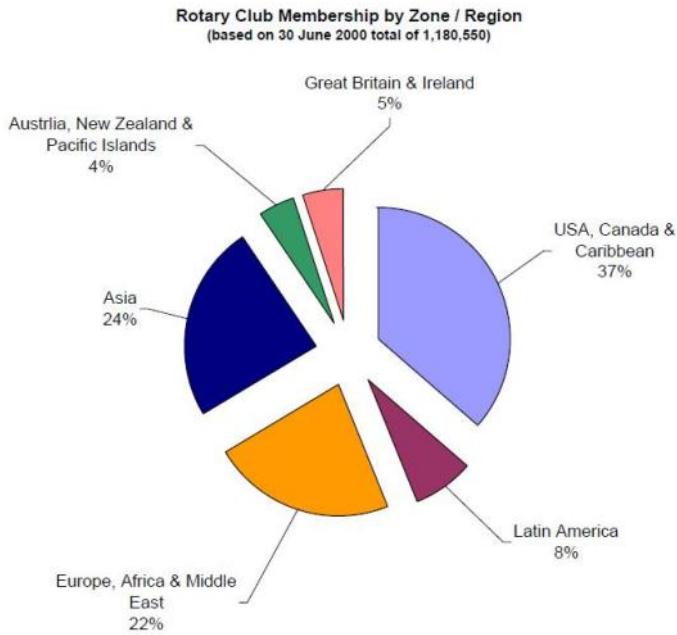
Please come to the meeting on November 30th and the luncheon on December 9th to discuss our options.



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# Did You Know?

Over 1.2 million people belong to Rotary International worldwide, with 29.5% in the United States. The average club size in North America is just over 45 members.



It was all so different before everything changed.

**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.

## Like the Photographs?

Most of the images are by **Guenter Riegler or Paul Selchau**, both of whom deserve a big thank you!

This issue and past issues of the newsletter can be found at <http://www.mendocinorotary.org/newsletters/>

## UPCOMING EVENTS

- November 30th—9:30 a.m. Discussion for next year's Annual Art Auction & Raffle, Mendocino Art Center
- December 9th—Art Auction Luncheon Discussion
- December 14—Board Meeting. All are welcome.
- January 11th—Board Meeting. All are welcome.
- January 17th-22nd—International Assembly San Diego, California
- January 28th—Charter Night

## MONTHLY CLUB ASSIGNMENTS

Date	Greeter	Collection Agent	Chairman of the Day	Speaker	Topic
12/2/2010	Susan Warner	John Porter	Bruce Lewis	Dr. Neil Nathan, M.D.	Are You Sick and Tired of being Sick and Tired?
12/9/2010	Erich Schmid	Roger Schwartz	Jerry Karabensh	Club	2011 Art Auction
12/16/2010	Paul Selchau	Susan Weaver	Bart Grimes	Mendocino H.S. Choir	Christmas Program
12/23/2010	DARK	DARK	DARK	DARK	DARK
12/30/2010	DARK	DARK	DARK	DARK	DARK
1/6/2011	Jamie Buckner	Rich Brandes	Rich Brandes	Evan Mills, PhD	Climatology Issues I Lawrence Berkeley Nat'l Lab
1/13/2011	Ron Eich	Ed Burke	John Innes	TBA	Update on Vision Program
1/20/2011	Ron Ensign	John Cottle	Bill Masterson	Sheriff Tom Allman	Mendocino County Law En-
1/27/2011	DARK	DARK	DARK		Charter Night Fri Jan 28

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