



Rotary Club of Santa Rosa West

Bulletin for April 30, 2007 Dairies and Attorneys with Art LaFranchi

By Bill Dodson

Preliminaries

President Chris Rosell eloquently called the meeting to order of this very fine chapter of a great organization at the Jockey Club (near the Sonoma County Fairgrounds).

Pledge: **Jeff Ray** did a fine job of leading us in the Pledge of Allegiance.

Rotary Moment: **Dave Wattell** requested a moment of silence in honor of the two Sonoma County soldiers and the Virginia Tech students who are no longer with us.

Our Greeter: **Dale Sipe** was our official greeter and announced our four visiting Rotarians. **Guests:** **Gary Lucas** brought potential member **Doug Angelo**; **Bob Zeni** introduced **Brian Cox**, scholarship counselor of our Piner High.



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Coming Up:

5/7 - Art at the Source, Roger Gilbert

5/14 - DARK

5/16 - Meet the GSE Team, from Mexico, Quail Run, Oakmont with Downtown Club

5/17-20 - [District Conference](#)

5/21 - SR City Councilwoman Veronica Jacobi discusses the City's Climate Protection Program

5/28 - DARK

6/4 - Sutter and Memorial Merger Update

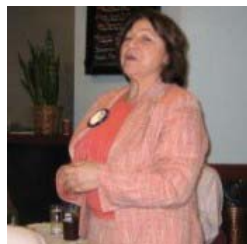
6/11 - Past RI President Rick King

Announcements and Such:

We will meet at the Jockey Club next Monday as well.

May 14 we will be dark and, instead, attend the May 16 Downtown Club meeting at the Quail Inn in Oakmont to meet the GSE team from Mexico.

Rich Pratt announced on behalf of **Ken Dansie** that we need three volunteers on May 9 from 9 12pm at Ridgway HS to interview scholarship candidates. If you can, call Ken at 544-4078.



Terry Galazzo reported on last Saturday's "Rebuilding Together" effort with **Gary Lucas, Robin Marrs, Jim Hinton, Ginny Pitts and Tarina Hall**. They are all to be congratulated on their community volunteerism!

May 17 – 20 is the District Conference at the Doubletree Hotel in Rohnert Park. Lots of activities ~ check out the District website at: www.rotary5130.org

Does anyone have the humongous speakers that sit on the tripod stands somewhere? If you're tired of walking around them you can bring them to the next meeting. Get help and lift with your legs, not your back.

Students of the Month:

Bob Zeni introduced our two wonderful Students of the Month from Piner as **Anna Santoya** and **Travis Bonetti**, both seniors.



Anna is aspiring toward a medical profession and speaks four languages. When we found out she plays golf, **Jeff Ray** invited her to participate in our Rotary team in Tahoe next month.

Travis is proud of his middle class upbringing including hard work and a respect for and willingness to help others. To that end, he will study political science at SF State and he has a passion for music.

Listening to students like these two refreshes your faith in the future of our country.

Recognition

Mike Moore, recently retired, returned from traveling just to see **Bob Marigo** again. He has been to Desert Springs, on a cruise and to Hawaii. He bought his lovely wife a Mercedes convertible that he won't let her drive (?), is planning more trips, plays golf twice a week and had a birthday. He happily donated \$100 to the club.

Lou Capuano was surprised with a check for winning the raffle, which he had previously donated to the club anyway. Thank you Lou!



Dave McDonald has been out with knee surgery that was probably more painful than the \$20 fine.

Roger Olson revealed that he was now a real estate agent (for about two years) and, since he was going to get fined anyway, reminded us that the Air Show is coming up in August.

Raffle

Jim Sullivan had the winning ticket but not the winning marble. **Terry Galazzo** won the great bottle of wine.



Program: Dairies and Attorneys with Art LaFranchi

Susan Nowacki revealed that she was raised on a dairy near Two Rock and still has friendly connections to the industry. One of those connections is through **Art LaFranchi**, local attorney and dairyman, who talked to us about the dairy business.

Art says he likes being a dairyman and an attorney because he says both endeavors have lots of bull in both careers. Statistically, Sonoma County in the 50's was about chicken and eggs. A little later, it was milk production. Today it's wine. In 2005, milk production accounted for \$91 million in revenue. Wine was \$430 million and will probably grow even more.



Milk production, on the other hand, will continue to decline. There are a number of reasons for this: because of the way milk is priced by the State of California with its complex formulas, new dairies are difficult to pencil out. Only those with land titles have a chance to earn a living. Last year was one of the least profitable years in a long time.

Overproduction is another problem. The federal government has a subsidy program that guarantees that your milk will be sold or the government will buy it at market prices. Consequently, everyone gets paid for their milk.

Labor issues are serious. Immigration reform must acknowledge the willingness for the Hispanic community to work in the industry without fear to the workers or the employers. **Art** says it has been a long time since a non-Hispanic person asked him for a job.

Water reuse issues, pollution, milk quality, hormones and genetically modified crops round out some concerns. However, we have the safest, cleanest, most wholesome milk here in Sonoma County because of dedicated dairymen (and dairywomen) like **Art** and his lovely wife **Diane**.

If you would like to learn more, check out: <http://www.cdfa.ca.gov/dairy/>

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