



# Rotary Club of Santa Rosa West

## Bulletin for February 11, 2008 Too much alcohol in your wines?

By Mike Merrill

### Preliminaries

**President Fred** rang the bell promptly at 12:25 p.m. **Jeff Ray** led in the pledge of allegiance and **Ralph Lassa** shared the wisdom and importance of having something to give!

Visiting Rotarian **Randy Seelye**, Past-President of the Santa Rosa Sunrise Club and former Rotary Assistant Governor was introduced by **PP Phil Talamantes**.



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#### Coming Up:

2/18 - Dark

2/25 - Outer Mongolia and Beyond, Susan and Neil Silverman

3/3 - Keeping in Step, John and Tina

3/10 - SMARTRAIN, Chris Coursey

### Introductions and Fellowship

#### Rotarians with Guests

**Gail Johnson** introduced her guest for the day – Phyllis Kennan, the Workers Comp Manager for Medtronic's, Inc.



Each person found a single long-stemmed red rose at their eating place and a number of "special" valentine guests were recognized – particularly **Janet Coddling's** fiancée of just under a week – **Renee!**



**Dale Sipe**, **Harry Rubins**, **Terry Galazzo** and **David McDonald** were congratulated on their respective birthdays; while the sunshine report on **John Palmer** has him still recovering from his recent fall.

**PP Jim Hinton** updated all present on our successful Crab feed:

- [1] A record 647 tickets were sold
- [2] A record gross earnings of \$125,000.00 was generated and
- [3] We recovered \$22,000.00 from the silent auction alone!



**Barbara Larson** confirmed the preliminary Crab Feed figures with receipt in hand, however, the jury is still out on the **NET** return...

**Susan Nowacki**, aided by **Jim Valinoti** "raffled" off the last vestiges of the "silent auction." Keep your day-job guys!



#### Announcements and Such:

We are dark next Monday, February 18<sup>th</sup> and **PE David McDonald** will be in charge the following Monday – February 25<sup>th</sup>. President Fred returns on March 3<sup>rd</sup>.

The Sonoma County Association of Rotary Clubs is meeting at the Cloverdale Crab feed on February 28<sup>th</sup> and we are all invited – tickets of \$35/hd.

We are celebrating St. Patty's day at high NOON on Monday March 17<sup>th</sup> – at our regular meeting. No Program, bring a joke, plan on great fellowship and wear green!

#### Recognition

President Fred extracted a few dollars from the following members:

**Phil Talamantes** for missing his earlier flight home from Kona. **Neil Silverman** for just saying "yup" to his trips to Mongolia, Mexico, China & Maine – but mainly for his invitation to photograph Fred's "crimson clover" in the Hopland vineyard



**Jeff Ray** – For "going to the dogs." Jeff is caring for 9 little puppies just produced by his Canine Companions breed dog. Great job Papa Jeff! President Elect **Susan Nowacki** was recognized for her travels



### Raffle

The "fix" was on for the RAFFLE [12 marbles - \$575.00] as **President Fred** drew his own ticket! – But not the right marble... **PDG Mike Merrill** won the bottle of wine – another fix -- the Bulletin Reporter!

### Program: Too much alcohol in your wines?with Bill Taverso

**Susan Nowacki** introduced our speaker, **William C. "Bill" Traverso**.

**Bill** is an adjunct faculty member at SR Community College, a past member of the Sonoma County Harvest Fair Board of Directors, former director of the Santa Rosa Downtown Association, a professional wine judge and consultant for the third generation of the Traverso Gourmet Food and Wine business.



**Bill** started with a history of the family business, beginning with his father, born in Genoa, Italy circa 1922, advancing to the "Santa Rosa Market" in 1930 and moving to the 1940's as the first post-prohibition store licensed to sell liquor and on onto modern times as a business carrying imported high end items -- Try the \$600 bottle of King George V Scotch!

**Bill** stated that at one time the store carried 90% of the wines sold in our area. Today, with the growth of local wineries they carry less than 9%.

Most wines used to sport an alcohol content of 12% to 14%. Today the norm is 17%. Bill says this creates of bold taste for the newer wines but negatively impacts the wines as they age – and it is hard on wine judges in their tasting before noon! Bill also so had some interesting insights into quality vs. cost and the history of "two-buck chuck."

Your Bulletin Reporter:  
**Mike Merrill**



Your Bulletin Editor:  
**Jim Valinoti**

