



Rotary Club of Santa Rosa West

Bulletin for October 13, 2008

Rialto Theater - Bringing the Best Independent, Classic & Foreign Films to Sonoma County

By Bo Kerschen

Preliminaries



President David McDonald – Brought the cool Rotary Club of West Santa Rosa at 12:30 sharp to welcome another full house of guests and visiting Rotarians. Always in fashion, **President David** brought in the season with his usual flare and pumpkin tie.

Pledge: Joe Perez

Rotary Moment: Past President Fred Zmarzly shared a new spin on the vision of earth **from above**:
To see the earth as it truly is, small and blue and beautiful in that eternal silence where it floats is to see ourselves as riders on the earth together, brothers on that bright loveliness in the eternal cold. Archibald MacLeish (1892 – 1982) (we all know him as Cary Grant Ed-©)

Visiting Rotarians: A very good looking person welcomed all our visitors including Michael Flanagan, Signs Par Excellence, Santa Rosa Sunrise Club; **Shishir Doctor**, Electrical Engineering; **Bill Hatcher**, Real Estate Law; and **Mark Burchell**, Office Furniture joining us from the Santa Rosa Downtown Club. Welcome back **Gary Lucas**!

Cashier: Bob Zeni
Set-up: Dale Sipe and friends
Raffle Tickets: Gary Lucas

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Coming Up:

10/20 - Jim DeLaney, Matt DeLaney's grandfather, an Olympic silver medalist in the shotput at the 1948 London Olympics.

10/22 - Strategic Visioning Session - contact Mike Merrill

10/24 - Santa Rosa Rural Cemetery Tour - RSVP Ginny Pitts

10/25 - Denim & Diamonds - Downtown Club's Fundraiser - details from Jim Hinton or Peter Lamonica

10/27 - Bill Fishman discusses the huge migration of Jewish settlers who came to Petaluma to become chicken farmers and the Japanese farms they saved during WWII.

11/3 - Meeting rescheduled to 11/6 - [Tribute to Veterans](#)

11/10 - Bruno Ferrendes, SR Symphony

Introduction of Guests: Ginny Pitts warmly welcomed all visitors and recognized their escorts including visiting Rotarian **Shishir Doctor** who brought his lovely bride in recognition and early kick-off of their 30th Wedding Anniversary; **Darcie Fellows** introduced her mom **Darlene Fellows**, who owns Allew's Hair Salon AKA Sebastopol Beauty Boutique; **Will Richards** brought his wife **Nancy** on a special date; Ruth Lincoln introduced a guest of Team MARS' (**Mike, Ann, Ruth, and Susan**), **Chris Castillo**, Executive Director of United Against Sexual Assault;



Pam Davis introduced **Casey Williams** after he shocked her by removing his invisibility cloak and **Chuck Baker** introduced his special guest, **Rebecca Gallagher**, SCOE's Alternative Education Career Development Specialist. **Rebecca** gave an excellent, succinct and informative PowerPoint presentation on SCOE's Job Shadowing Program and invited SRWR members to sign-up and host a student March 23-31 or April 1-10. Call **Rebecca** at 524-2947 if you missed the buff sign-up squares on the table or if you have questions. Job Shadow is truly a worthy cause, costs very little for the Club and offers potential life changing opportunity for teens less fortunate. Raise the bar and host a student for SRWR Job Shadow! Thank you **Chuck** for being a Champion!

Announcements and Such:

President David reminded all that there was a Rotary Board Meeting set for Tuesday, October 14, 2008 at the usual venue, the Hotel La Rose, Josef's Restaurant from 11:45am – 1:30 pm. [The 8th annual Tribute to our Veterans will be held Thursday, November 6, 2008, from 11:30 am – 1:30 pm.](#) Three key tasks to remember – buy tickets, bring a Veteran and show up at the **Vet's Hall on Nov. 6th as we are DARK on Nov. 3rd**! This year's keynote speaker is **S.R. Foley Jr.** Admiral USN (Ret.) former Commander-in-Chief, U.S. Pacific Fleet with music provided by the Santa Rosa High School Band.

Ginny Pitts invites you all to a spooky Friday Franklin Cemetery Tour on October 24 starting at 6 p.m. Be sure to wear trip-proof shoes and bring your own flashlight or beware.

Gail Johnson invites Club members to Roseland University Prep's Open House and to see our Rotary in action with SRWR's contribution to RUP's School Library Project set for 3 – 4:30 p.m. this Friday, October 17th members to introduce yourself as a SRWR Club member.

President David invites you to attend the Santa Rosa Boys and Girls Club Basketball Team take on the Santa Rosa Fire Department at game this week.



Rich Standard invites you to attend a Dulcimer Program on October 14th or Oct. 24th both at 3:30 p.m. at the Roseland Center. **President David** thanked **Fred** and **Ginny** for donating fine wine to the Rotary Foundation.

Harry Rubins read a brief excerpt from the PD about **Willy Wilson**, a 17 year old senior at Analy High School featured in the Teen Face column on October 7th, who besides being an outstanding teen, acknowledged and thanked Rotary in ink for inviting him to participate in Rotary's Student Exchange Program and was quoted, "I owe Rotary such a big thank you for inviting me to the program."

Jeff Ray asked for Crab Feed Committee assignments today or you may end up on the night shift.



Pete LaMonica has just 2 tickets left for the Rotary Club of East Santa Rosa's Denim and Diamonds Hoedown and BBQ set for October 25th after a great sell to **President David**. Are there any Rhinestone Cowboys & Cowgirls out there? If so, contact **Pete** purchase tickets. This is an important event. SRWR counts on reciprocal support for our event. What goes around comes around! Tickets are \$70.

Recognitions

Recognition: Michael Moore was reunited with his name badge.

Raffle

Raffle: Jo Perez missed the black marble and **Chris Par** who took home the bottle of wine and **Teddi Sipe** won Rialto Movie Tickets for a date with **Dale**.

Program: Rialto Theater - Bringing the Best Independent, Classic & Foreign Films to Sonoma County



Susan Nowacki introduced **Ky J. Boyd**, proprietor of the Lakeside Rialto Theater who spoke about bringing the best independent, classic & foreign films to Sonoma County.

Ky grew up watching movies like the *Aristocats* in Great Falls Montana until the seeds to his future were set at an early age. The movie *Diva* changed his life. He became hooked on wild and adventurous French thrillers among other genre. **Ky** earned his degree in business from the University of Montana and Master of Arts from the University of Cincinnati.

He left a career in the health field to pursue his true love of "Making money having fun doing good" The Rialto is a business based on relationships. Relationships with the major distributors are key according to **Ky**. "It's all about choosing the movies and accessing distributors." For example, funds were running low until he finally landed Universal, Miramax, Sony Classics, IFC, Touchstone, and more.

Although he can't tell us what will play on Thanksgiving, he can tell us about Christmas. "Why Foreign films," Pete La Monica asked? **Ky** was quick to respond, "American film makers don't always show us the whole world. You can see the world looking at foreign films." His biggest money maker so far was long run of a pre-release of My Big Fat

Greek Wedding for a quarter M. "It's all about the butts in the seats" added **Ky**.

He credits his success to picking the right movies and the right employees. He trusts in the courage of his convictions and has learned several key things not all captured here: 1) people want to see intelligent films; 2) most want to see stories, not explosions; 3) hiring is important in his business and based on personality, and 4) employees need to feel comfortable talking to strangers. He screens prospective employees by asking them a few basic questions including why they want to work at the Rialto and asking them their opinion about movies they like or don't like and why. He hires individuals who are animated and can speak intelligently about movies and engage movie goers in conversation.

Changing topics, **Ky** finds many classics a hard sell in that it is tough to get people to pay \$9.75 for movies available through HDTV, TMC and AMC. More information about the Metropolitan Opera, schedules, and New Yorkers who finally get up front and close at the Met by purchasing a ticket to the Lakeside Rialto.

Questions and answers followed with lively audience engagement - thank you **Ky**.

Your Bulletin Reporter:

Ruth Lincoln



Your Bulletin Editor:

Jim Valinoti



Details for November 6, 2008


The flyer is for an event titled "8th Annual Tribute to Our Veterans". It is presented by "The Rotary and Kiwanis Clubs of Santa Rosa". The event is a "Special Luncheon Honoring America's Veterans" on "Thursday, November 6, 2008" from "11:30 am - 1:30 pm". The location is the "Veterans Memorial Auditorium, Santa Rosa, CA". The keynote speaker is "S.R. FOLEY, JR., Admiral USN (Ret.)", a "Former Commander-in-Chief, U.S. Pacific Fleet". Music will be provided by the "Santa Rosa High School Band". Tickets are "\$15.00 each". The flyer includes logos for Rotary and Kiwanis, and an illustration of the American flag. A note at the bottom asks members to host a veteran and provides contact information for tickets.

The Rotary and Kiwanis Clubs of Santa Rosa
Proudly present the

8th Annual

TRIBUTE TO OUR VETERANS

A Special Luncheon Honoring America's Veterans
Thursday, November 6, 2008
11:30 am - 1:30 pm



Veterans Memorial Auditorium
Santa Rosa, CA

-Keynote Speaker-

S.R. FOLEY, JR.
Admiral USN (Ret.)
Former Commander-in-Chief, U.S. Pacific Fleet

Music by the Santa Rosa High School Band

Rotary and Kiwanis members are requested to host a veteran.
Contact your club's representative for tickets and/or the name of a veteran to invite.
Veterans may contact any Rotary or Kiwanis Club to obtain tickets.

Tickets \$15.00 each

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