



Rotary Club of Santa Rosa West

Bulletin for December 8, 2008

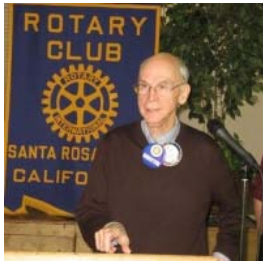
"We are the go-to club of Santa Rosa, getting things done and having fun"

By Tarina Hall

Preliminaries



President David called our meeting to order in a most timely fashion. The pledge was led by our newest member **Laura**.



Harry Rubins skillfully and graciously introduced our visiting Rotarian and First Lady **Kim McDonald**.

Ruth Lincoln introduced her guest, **Christina Revel** from Ridgeway High. Christina took a moment to thank the Club for our continuing support with scholarships and our generosity towards the students and their families during the holidays. In typical "Cool Club" fashion, we responded by donating lots of cold, hard cash when the basket was passed and several folks committed to providing gift cards to Target – another friend of the community.

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Coming Up:

12/13 - Holiday Party @ David McDonald's

12/15 - Jane Bender/Ernesto Olivares, State of the City

12/22 - DARK

12/29 - DARK

1/5 - Geology of Sonoma County

1/12 - Immigration Issues in Sonoma County, Richard Coshnear, Esq.



Announcements & Such

Holiday Calendar

Plan to party with your fellow club-mates this Friday at the home of President **David & Kim**. And in the words of our esteemed leader "If you want to drink it, bring it; if you want to eat it, bring it."

Bell Ringing for the Salvation Army will be this Thursday. **Bill Fisher** and **Chris Parr-Feldman** volunteered to fill the last two spots so we should be able to help out even more people this year

We will be dark on both December 22nd and 29th – mark your calendars!

Fundraiser Update

Crab Feed Chair **Chris Young** announced that he has arranged for a special live entertainer the evening of the event – the back-up singer for the Doobie Brothers. How fun is that! We also learned that co-chair **Bill Dodson** has engaged **Scott Beattie**, renowned bartender from Cyrus, to pour Trader Vic's original Mai Tai's at our "South Seas Adventure" and he will be signing copies of his highly regarded new book [Artisanal Cocktails](#). This is starting to look like another really *Cool Club Crab Feed*.

Once again, **Bob Zeni** is our ticket master. If you want a table talk to him soon! And in the back of the room today **Jim Benoit** was putting together our Raffle Tickets. **Susan Nowacki** reminded us all to continue to bring in Silent Auction items. **Ken Kushnir** and his Live Auction team are also looking for your creativity in securing interesting, unusual and "bid-'em-up" items for Auctioneer John Bain to parlay into big bucks for our charitable causes.



District News

The out-bound GSE team is headed to Brazil....Arriba!...and the in-bound team will be joining our Club sometime in April of next year.

We were able to parlay the donations from our Club and a couple of others into \$30k to support the Arandis Project to rehabilitate a school for homeless children and those unable to help themselves

Sunshine Report

Tarina Hall reported that Dee Marigo is doing well. After 4 chemo sessions current results are showing cancer-free!! In support of Dee and Bob, the Circle of Friends (formally Inner Wheel) has come together in an amazing show of friendship, love and caring to provide them with meals twice a week. As of today, over 26 weeks of meals for three, with leftovers, have been provided! This is such an impressive expression of how friends come together to help friends. If you are interested in helping with any additional meals, please contact Tarina and she will put you in contact with the very special woman who has coordinated the project.



Raffle

And the winner is...

While **Bryan Jamar** had the lucky ticket he was unable to find that darned black marble, **Harry Rubins'** ticket garnered him a bottle of Albertina Cab.

The Club came out a winner when **Ken Dansie** donated all, yes all, of his previous marble-draw winnings to the Crab Feed (HOW SWEET IT IS!) Thank you **Ken!!!**



Fisher & Kushnir tried, and their donations were appreciated, but couldn't hold a candle to **Dansie's** generosity.

Program: A Vision For The Future

*WE ARE THE GO TO CLUB
OF SANTA ROSA, GETTING
THINGS DONE AND
HAVING FUN!!*

President David devoted the balance of the meeting to sharing with the entire membership the results of our visioning session. Two months ago, approximately 25% of the Club chose to participate in a District-sponsored program to help us define where we would like to be in 5 years. We addressed the categories of General Perceptions, Avenues of Service and Other Issues such as Humanitarian Fund, Foundation and Leadership Development. A lively conversation ensued and several meaningful and applicable suggestions were introduced about how to implement some of these programs.



The following is a recap of those thoughts, direction and commitment. Please take a moment to re-read this information and consider how you can contribute to our vision and future success. If you have any questions, concerns, comments or suggestions, please contact **Tarina Hall** at tarinahall@earthlink.net and she will gather all the input and pass it on to the Board and the membership.



Santa Rosa West Visioning Session Results 5 Year Plan

General Perceptions:

What does our Club stand for?

- 15 - We attract people who want to make a difference
- 14 - We are a vibrant, compelling and competitive club
- 9 - We are the "go-to" club to get things done in the community

What are our Club's Attributes?

- 9 - We are respected and known for our accomplishments
- 9 - We have fun, play and demonstrate a strong sense of camaraderie
- 9 - Inspirational to others (clubs, organizations, individuals)
- 8 - Unified in purpose

Club Membership?

- 6 - 105-110
- 5 - 100-104

To achieve the desired membership level of 105 within the 5-year period and considering a 10% attrition rate, the number of new members needed per year are as follows:

Year	2009	2010	2011	2012	2013
New	14	15	16	17	18
Total	74	82	89	97	105

Avenues of Service:

-

Club Service

14 - Our programs consistently are interesting, engaging, entertaining and informative. They span a diverse range of topics that positively impact involvement, attendance and retention.

12 - The membership recruitment programs are continuous, evolving, strong and effective

12 - Membership retention has improved dramatically

Vocational Service

13 - A scholarship fund is established and administered to support students entering the trades

10 - We have an active and effective high school mentoring program

11 - Our "job shadowing" program has been expanded with emphasis on at-risk youth

Community Service

11 - We have sponsored a "Rotary Stage" in Courthouse Square

9 - The efforts and programs around gang prevention have increased and are impactive

8 - We have supported the Children's Museum of Sonoma County

7 - Our support of the Multi-Cultural Center has resulted in a significant expansion

International Service

13 - Clean water wells have been provided in 3rd world nations

10 - We have sponsored the education of a foreign medical student who has returned to his/her community/country to practice

9 - Teachers have been trained and have returned to their country (3rd world) to teach and train others

7 - We have supported Youth Exchange with inbound and outbound students annually

Other Issues:

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Humanitarian Fund - At the end of 5 years we will have raised \$1,500,000 for the Humanitarian Fund by:

11 - Sponsoring a second fund-raiser during the summer months

4 - Hosting a steak & lobster event

Rotary Foundation

14 - Through increased education and information we have a universal understanding of the

Rotary International Foundation – it's goals, history and opportunities

13 - 100% of our members contribute annually to the Foundation

12 - 80% of our members are Paul Harris Fellows within 5 years of membership

Leadership Development

14 - A successful mentoring program has been implemented which focuses on the new member's first year of participation in Rotary positively impacting understanding, involvement and retention

13 - Every Officer, Director and Committee Chair has identified, mentored and trained a successor. Additionally, a policy/procedure manual has been developed for each position.

5 - Succession planning is the obligation and responsibility of the Board of Directors

5 - Every new member is sufficiently involved and committed, thereby being elected to the Board within 5 years

5 - A greater percentage of all members participate in additional Rotary activities – Assembly, District & International Conference, internal/external leadership trainings, etc.

Quotable Quotes:

The following are some additional comments that may not have fit the criteria of our "rating" process; however, they seem pertinent and applicable to our discussions:

We are a strong, goal-oriented and engaged club committed to the community at-large and always having fun while contributing

Membership continues to grow because of the camaraderie of our existing members and our engaging and lively meetings

We had the courage, commitment and talents to redefine Rotary's perception and create a vibrant, compelling and competitive club that attracts people who want to make a difference

Our club recognizes the diversity of the community and supports activities, education and involvement to create opportunities across multi-cultural (and generational) lines. We remove barriers and create life styles.

Personal agendas are subordinated and club values drive decisions

Our club is a non-profit organization that is there to support the community and has a visible presence in the community

We do many hands-on projects together in the community, some of which continue annually. We do a youth project every year

We are a "right-sized" club with a growing percentage of youthful and dynamic members. Our membership reflects the community both in gender and ethnicity.

We have implemented "hands-on" programs to assist the community in need, recognizing that these activities provide not only a service to the community but provide personal satisfaction and fellowship.

We as a club need to be friends outside of our weekly club meetings – to visit, not only with each other, but with spouses as well. When we are one this way, we can conquer and do all (that is needed) because we are enthusiastic and will share with perspective new members.

Everyone shares in the responsibilities of keeping our club vibrant and growing

Service above self is something we model and teach

Our website continues to evolve and...our members are able to interact through technology to be more efficient in our projects and committees.

Our club stands united in promoting efforts to help the youth and disadvantaged of your community

Our Rotary Wheel is visible throughout the community

All new members and Board of Directors attend District Assembly each year

Our dream to eliminate hunger in the community has been realized

We stand for equal opportunity and strive to educate the community about Rotary's goals for the betterment of the community

Your Bulletin Reporter:
Tarina Hall



Your Bulletin Editor:
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