

Rotary Club of Santa Rosa West

Bulletin for April 19, 2010 Economy, Development, Education & Local Politics

By Chris Young

Preliminaries



12:00 **President Susan** started on time.

Susan introduces **Bob Zeni** and the *Piner High school Students of the Month*. **Jeff Cox** from Piner High School was also in attendance with Students of the Month **Chad Lewis** and **Casey Castaldi**.

Club Service: Set up by **Chuck Baker**, **Lideo Tropeano** was the greeter, **Chris La Pore** on tickets, cashier **Terry Galazzo**, **Jeff Ray** led us in the Pledge, **Ralph Lassa** gave us the moment, and **Jim Sullivan** said something funny.

Guests: **Diane Winsby** brought two guests **Pamela Domino** and **Betty Terner**. **Barbara Larson** brought **Fred Walsh** a retired Fireman. **Silvia Newman** was a guest of **Laura Beuler**.



Diane introduces Pamela



Betty



Fred

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Coming Up:

5/3 - Cinco de Mayo Party (in lieu of noon meeting)

5/10 - High School Speech Competition: "Project Civilization."

5/14-16 - [District Conference](#)

5/17 - Dr. Robert Eyler, Chair of the Economics Department at SSU

5/24 - Magdalena Ridley, Program Director for Land Paths

5/31 - DARK

Announcements & Such

Birthday boys and girls for April were **Doug Angelo**, **Christy**, **Brian Herndon**, **Chris Parr**, **Mike Merrill**, **Ken Prouty**, **Jim Sullivan**, **Diane Windsby**, **Cary Rego** and **Brian Jamar**.

12:40 Keith Woods just walked into the meeting and you could hear **Matt Delaney** breath a sigh of relief. **Matt** was probably wondering how he was going to cover thirty minutes with no speaker.

David McDonald raised his hand and has volunteered to bring flowers, thanks **David**.

Don't Forget May 14 and 15 the **Rotary Conference** will be held, talk with President Susan regarding this event.



Don't Forget the **Cinco De Mayo** party at Ginny's, May 3rd @ 5:00

Don't Forget our **Club Social** at Rendezvous Bistro 3 – 6 PM April 21st

Don't Forget **Rebuilding Together** at the Journeys End Mobile Home Park, Saturday April 24. **Tarina Hall** thanks everyone who is participating this year. 1/3 of the club will be involved.

David Mc Donald informed the club of the **Debunking** date for **President Susan**: June 27th 5:00 pm, at the Wikiup Swim Club.

Phil Talamante, Mr. Sunshine, reported the purchase of greeting cards that we will all sign and send to **Dale and Teddy, Bob Marigo and Don Ling**.

Students of the Month

Chad Lewis -Student of the month for April is a senior at Piner High School. He has just applied for his Eagle Scout Rank.



Casey Castaldi –Student of the month for April at Piner High School. Casey would like to pursue a career in education.

Craft Talks: Lideo and Carey



Lideo Tropeano is from South Naples Italy and arrived in New York in 1968 by ship. He spent his first four years in the Bronx, then the family moved to Connecticut where he attended High School. In the 1980's he moved to Sacramento and was involved in several businesses. Since this time **Lideo** has owned and operated several dry cleaning businesses along the interstate 80 corridor. It was 1990 when **Lideo Tropeano** and his spouse **Linda** moved with their three children, **Lidia, Lea** and **Luchia** and found their new home in Glen Ellen. **Lideo** now owns and operates a chemical-free dry cleaning

business in Santa Rosa. It is located on Fulton Road in the Railey's shopping center on the corner of Guerneville Road and Fulton Road. This bulletin writer is a customer of **Lideo's** business and I am very happy with this service, my clothes have never been cleaner.

Carey Rego is a multi talented Santa Rosa native. Her mother is a professional pilot and her father also has varied interests in aeronautics. Carey attended Santa Rosa High School, Santa Rosa Junior College and Heald Business College. She was an actress and model for five years, a technical recruiter and an executive assistant. After a number of years in Palm Springs she and her family moved back to Santa Rosa. **Carey** and her husband have a four year old daughter. **Carey's** husband is a scratch golfer and plans on playing on the senior tour in the future. She is owner of **Carey Rego Consulting** where she is using her skills in organizing, using social media and digital landscape.

Recognitions & Bragging Bucks

Welcome back **Brian Herndon**. He has been traveling to multiple places such as Lake Havasu, Nevada, Arizona, Phoenix, Boise and Bend Oregon. He is now planning a trip to Canada and Alaska, a seventy five day trip. \$100.00



Darcy just returned from Long Beach where she and her gymnasts won the Regional Championship competing against five states. They won three Gold Medals, Silver and a Bronze. Wow!

Laura Beuler just purchased her new Yamaha Cruiser and was fined \$50.00. Ride Carefully.

And the winner was...

*Raffle: **Barbara Larson** had the lucky number but no black marble.*

*Wine Raffle winner was **Jim Valinoti**. Another bottle going to his wine cellar.*

Program: Economy, Development, Education & Local Politics with Keith Woods



Speaker **Keith Woods** is the CEO of North Coast Builders Exchange which covers a large area including Sonoma, Marin, Lake, Mendocino and Napa counties. There are 1600 members, 18 staff members with a \$4,000,000 budget. **Keith** gave a humorous and informative talk regarding our economy, development, education and local politics.

Our education system has been "dumbed down," in comparison to the rest of the world. We have a one

third drop out rate among high school students. He quoted Hillary Clinton who said "it takes a village to raise a child." Our speaker wants to change that thought to "it takes good parents to raise a child." He said our education system has lowered its expectations and our education system is broken.

Economic development in our area has been stifled by an anti business attitude by our Santa Rosa officials. He compared the city of Sunnyvale to Santa Rosa, where you can obtain a building permit in a day compared to Santa Rosa which may take a much longer period of time. He claims Sunnyvale is pro business and pro development and they have a 90% approval rate for building permit applications. Our speaker wonders what has happened to public service and we should have the attitude of "let's make things happen rather than just letting things happen to our community."

Politics in Santa Rosa need to change to pro business. We need to increase business growth in Sonoma County which would create new employment and additional taxes to Sonoma County. We need to change the culture of our area to encourage growth and to protect our economy.

We can see why Keith is such a popular speaker as he is humorous and informative. The news is difficult to hear, yet I hope good leadership such as Keith Woods has to offer will turn our economy, education and political environment around.

A move to Texas anyone?

Your Bulletin Reporter:
Chris Young



Your Bulletin Editor:
Jim Valinoti

