

# Rotary Club of Santa Rosa West

## Bulletin for May 10, 2010 Luther Burbank Rose Parade & Festival

By Smita Martinez

### Preliminaries



President Elect **Bill Dodson** chaired the meeting while President **Susan Nowacki** is in Cairo traveling with her husband. Opening remarks began at 12:30pm. It gave us a chance to see **Bill** with his "President" hat on.

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#### Coming Up:

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

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

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

5/31 - DARK

6/7 - Monica Savon, Assistant Director of COTS

6/14 - Alan Petty, Teacher and Rugby Coach at Elsie Allen High School

**Bill** announced the change in agenda. The change occurred due to the scheduled High School Speech Competitions' participant requirement to attend the Advanced Placement Science test being scheduled on the same day, at the same time. The funds intended for the winners will be held in a fund for future opportunities.

**Pam Davis** invited guest speaker **Tony Alvernaz**, President of the Board of the Rose Parade and Festival, and head of the Santa Rosa Employee Association. **Chris Smith**, Reporter at the Press Democrat, also graciously accepted our invitation to speak with us about the history of the Rose Parade, and what is happening this year.

Pledge of Allegiance was lead by new member **Brian Rickerson**. Rotary Moment eloquently presented by **Kerry Rego** – *"The real measure of wealth is how rich you are after you lose all of your money."*

Thank you to today's crew:

Cashier - **Janet Codding**; Set-up - **Ralph Lassa**; Greeter - **Lidio Tropeano**; Tickets - **Diane Winsby**; Rotary Moment - **Kerry Rego**; Photos - **Jim Valinoti**; Bulletin - **Smita Martinez**; Programs - **Matt Delaney**

Visiting Guests and Rotarians introduced by **Lidio Tropeano**:

**Clarice Bowles** - Real Estate Investor from the The Rotary Club of Santa Rosa (Downtown)

**Don Johnson** - Loan Broker from The Rotary Club of Windsor

**David Buhner** - Spouse of SR West Club member **Laura Buhner**

**Tom Neidecker** – The Rotary Club of Petaluma Valley



## Announcements & Such

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**Phil Talamantes** lead a moment of silence for our fellow SR West Club Rotarian **Dale Sipe**. Dale recently passed and will be greatly missed by all. **Dale** joined our club in 1989. His contributions to the club will always be appreciated and remembered.

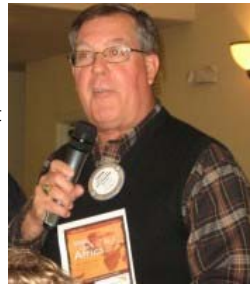


Dale Sipe

July 12, 2010 will be the first meeting with **Bill Dodson** as the new President. The meeting will be held as a Club Assembly to discuss the upcoming year.

Board Meetings have been changed to the 3<sup>rd</sup> Wednesday of every month to be held at the Italian Affair restaurant at 11:45am. Next meeting is scheduled for 5/19/10.

**Chuck Stark** talked to us about the exciting "Step into Africa" multi-media experience occurring May 25 through May 31 at the Sonoma County Fairground. The tour takes about 30 minutes and will show visitors the experiences of 4 African boys who were chosen to represent the over 15 Million orphans in Africa whose parents have died from AIDS. Please contact **Chuck Stark** if you would like to arrange for a group visit.



Additional information can be found at:  
[www.worldvisionexperience.org/sonomacounty](http://www.worldvisionexperience.org/sonomacounty)

**Tarina Hall** passed out the calendar to sign up for Bulletin writers. Teambuilding and participation at play.

**District Conference:** May 13<sup>th</sup> – May 15<sup>th</sup> – The Doubletree Hotel in Rohnert Park. Registration and Conference highlights can be found at: [www.rotary5130.org/district\\_conference\\_2010.shtml](http://www.rotary5130.org/district_conference_2010.shtml)

May 13<sup>th</sup> – Golf

May 14<sup>th</sup> – Star Trek party theme – break out those duds

May 15<sup>th</sup> – Reception and Dinner

Meet **Susan** at 4:42pm at the hotel to volunteer to setup the tables. Awards at 6:00pm

## Recognitions & Bragging Bucks

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**Chris Rosell** attended the Sonoma County Alliance meeting. The Sonoma County Alliance is a coalition of business, agriculture, labor and individuals incorporated to encourage a healthy economy, maintain a sound environment, protect private property rights and promote a responsive political process. Rotary members are invested in human welfare through many venues.



**Tracy Kline** and **Terry Galazzo** both were recognized for sporting their neatly coordinated tiger striped blouses. ROAR!

### Raffle

**Don Johnson** tried his chance for the cash prize. No luck this time round. **Marv Hyman** had the winning ticket for a bottle of the Good, the Crab and the Ugly Santa Rosa West Rotary wine.

### Program: Luther Burbank Rose Parade & Festival



Speakers: **Chris Smith & Tony Alvernaz**



Janet & Chris

The Luther Burbank Rose Parade and Festival in Santa Rosa is one of Sonoma County's most honored traditions and one of the oldest and largest events of its kind in Northern California.

The 116th Annual Luther Burbank Rose Parade and Festival is scheduled **Saturday, May 15, 2010**. The parade steps off at 10am.

The Parade is funded through business sponsorships, grants from the City of Santa Rosa and County of Sonoma, and also from vendor fees, and entrant fees.

The event relies heavily on the support of cash and in-kind contributions from more than 100 businesses. In fact, more than 50 percent of the annual budget is raised through Sponsor contributions.

The Parade annually kicks off on the third Saturday of May beginning at 10 AM.

**Chris Smith** presented us with a history of this spectacular event. He prepared by researching past articles written by Gaye LeBaron, Sr. Columnist for the Press Democrat. The parade was founded in 1894 and has survived the years because of the caring and generous supporters of the community. The festival was cancelled in the 1930s due to the war and the great Depression era. Originally called the Rose Carnival by creator **Patrick Keegan**, the name was later changed to the Luther Burbank Rose Parade and Festival.

Highlights include:

1953 – The 1<sup>st</sup> year the parade was covered by **Gaye LeBaron**

1968 – Marine Reserve Float entry

1976 – **Bryan Kahn**, the only male not wearing a leisure suit that day

1994 – Became an official tax-exempt corporation with an annual budget of \$100k

2010 – 10 year old **Zoe Valrey** was selected to be the Grand Marshall of the 2010 Parade because when she learned the bitter news of last year, that declining sponsorships jeopardized Santa Rosa's 115-year-old Luther Burbank Rose Parade, she chose to help save the Parade herself. **Zoe** donated 100% of the proceeds she had earned from her Lemonade stand to support the Festival.

Additional information can be found at: [www.roseparadefestival.com](http://www.roseparadefestival.com).

Donations can be made quickly and securely through Paypal at Summit State Bank. Please visit [www.summitstatebank.com/roseparade](http://www.summitstatebank.com/roseparade) to make your tax deductible donation.

An inspirational video was viewed interviewing **Zoe**, telling the Rose Parade story and how she feels about being

chosen to represent our community.

Our own **Janet Coddling** and **Chris Parr-Feldman** closed the meeting by making us laugh and spreading the joys that they will share at the parade incognito as cute clowns!

Your Bulletin Reporter:  
**Smita Martinez**  
(her inaugural Bulletin)



Your Bulletin Editor:  
**Jim Valinoti**

