

Rotary Club of Santa Rosa West

Bulletin for May 17, 2010 Economic Recovery and the West Side

By David Wattell

Preliminaries



The meeting started at: 12:25

Pledge of Allegiance was led by: **Jeff Ray**.

Rotary Moment was given by: **Darcie Fellows**.

This week's joke was told by **Terry Galazzo**.



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Coming Up:

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

6/21 - End-of life Choices, Carole
Van Aelstyn

6/27 - Prez Susan's Debunking -
Wikiup Swim Club @5 PM

7/12 - Club Assembly

7/19 - Speech Contest

Total guests beat visiting **Rotarians**, five to one.

The single visiting **Rotarian** was introduced by **Ralph Lassa**. **Rick Kaufman** from the Jacksonville, OR club made a flag exchange. Guests of Rotarians included **Dr. Sylvia Neumann, DVM**.



President Susan introduced new member **Betty Tenret** to the club providing her with a red badge. **Betty** is the owner/broker of Landmark Properties & Mortgage Company located at 725 College Ave., Santa Rosa. She was welcomed by each member of the club. **Betty** is seen here with long time member **Jimmy Underhill**.



Announcements & Such

President Susan announced the **Club's** roster is being reprinted and requested any update info be sent to **Jim Valinoti** (Valinoti@sonic.net & jvalinoti@windsorvineyards.com send it to both of them ☺ -Ed).

Recognitions & Bragging Bucks

Ginny Pitts requested a standing ovation for **President "Awards Queen" Susan** and the **Club's** accomplishments for achieving the award of **Most Improved Large Club** at this years' assembly. Also recognized were **Jim Valinoti** for Best Large Club Website in the District, and also 2nd Place for Club Bulletin, **Tarina Hall** for Best Club Service for a Large Club, **Diane Winsby** First Place Large Club for Membership Development. **SR West Rotary Club** received more than any other club. See awards here: www.sr-rotary-west.org



Chuck Stark \$10.00 for having his cell phone ring during the meeting. Hope that it was an important call.

Craft Talk

Brian Rickerson gave a craft talk telling all that he has been a State Farm Insurance Agent for the past 10 years and loves it. He is a graduate of Florida/Atlantic University and started with State Farm in Florida, as a claim rep after hurricane Andrew. **Brian** moved here from Florida to open the "only" State Farm agency in Santa Rosa. It's nice when someone really enjoys what they do for their living. Good Luck **Brian**.



Presentations

President Susan made a series of check presentations to organizations and/or projects funded from this year's crab feed funds. The Projects Committee (this year) consisted of the following **Rotary Club** members: **Tarina Hall, Matt Delaney, Pam Davis, Chuck Baker, Darcie Fellows and Doug Angelo**. Representatives from the following organizations were on hand to receive their monies:



Mary Bates



Katie Pearson



David Goodwin

\$3,500 to the Boys & Girls Club to be used for continued kids programs at the five centers located in Santa Rosa.

Mary Bates was on hand to receive the check.

\$5,000 to the Santa Rosa Symphony Youth Orchestra, for ongoing programming of their existing 4 orchestra's and summer program. **Katie Pearson** from SRS received the check.

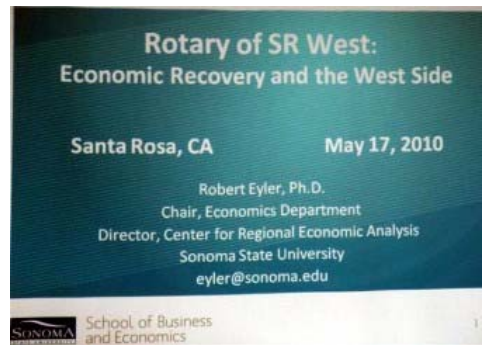
\$2,000 was given to the Redwood Food Bank. **David Goodwin** who received the check noted that every contribution provided has a 4-times value. So the \$2,000 given was equivalent to \$8,000.

\$1,000 to the **Club's Red Badges** as seed money for whatever project they decide to in the coming year.

There are a total of 13 projects identified for a total of \$42,600 to be distributed.

Program: Economic Recovery and the West Side

Matt Delaney introduced the program speaker **Dr. Robert Eyler**, PhD, Chairman of the Economics Department at Sonoma State University. The title of his presentation was **Economic Recovery and the West Side**. It dealt with the state of the economy and how it has affected cities and under-represented areas.



Dr. Eyler's commented at the start of his presentation that he had made a similar presentation 55 times over the last 18 months to various organizations and corporations. This bulletin writer is only attempting to summarize his program. For the details go to: <http://www.sonoma.edu/users/e/eyler/srwestrotary0517101.pdf>.



The economy is in recovery mode and the next boom cycle is anticipated to be transitory rather than permanent unless there is a resurgence of innovation and entrepreneurs. At this time the next major industry is unknown but one thing is certain, California is the place to do business. A key to a total recovery will be through economic development (that in his opinion) must link commercial real estate to business opportunities. He spoke of the three "E's" being, economic vitality, social equity and environmental balance. He also recommended that we all get involved in the process and the issues.

From a global perspective, the euro is being pressured down in value due to the economic and political troubles in Portugal, Spain and Greece. Italy might also become part of the problem. It is anticipated that the euro might reach a low of \$1.10 by summers' end. On the other hand there are four countries undergoing economic prosperity, Brazil, India, Canada and China. **Dr Eyler** noted that these four countries are in a 'race' for commodities, the term race used here to note the limited availability versus the ever increasing demand.



Janet & Chris clown around in the Rose Parade

Your Bulletin Reporter:
David Wattell



Your Bulletin Editor:
Jim Valinoti

