

# Rotary Club of Santa Rosa West

## Bulletin for August 17, 2009 Sonoma State University's School of Business Tsar: Bill Silver

By David Wattell

### Preliminaries



**President Susan Nowacki** called the meeting to order at the St. Rose Meeting Hall at 12:29 PM.

**Pledge of Allegiance: Janet Coddling.**

**Rotary Moment: David McDonald.**

**Rotary Humorous Moment: Ken Prouty.**

**Ken's** preamble was funnier than the story that he told but the point of the 'humorous moment' is to be funny and so considering that, **Ken** succeeded.



**Gary Lucas** introduced one visiting **Rotarian, Mike Robertson from East SR Club.**

There were three (3) Guests of **Rotarian(s)**, potential member, **Brad Leslie** (Mortgage Broker), **Jim Duarte** (Exchange Bank) and **Gary Collins** (Vineyard Creek Inn). Welcome All.

### Announcements & Such

**Pam Davis** provided an update for next year's **Crab Feed**. Several of the **Club's** newer members will be taking active roles in the event next. A complete list of those participating will be forthcoming. The **Club** is asked to begin looking for silent and live auction items. There is no better time to start.

**Jim Hinton** passed out dues invoices at the start of this week's meeting. Let us all assist the **Club's** finances by getting the dues payments in as soon as possible.

**Doug Angelo** discussed this year's **Dictionary Program** and is seeking to increase the number of elementary

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#### Coming Up:

8/24 - Past DG Mike Merrill, Adventure Biking in Western China - Out of Tiger Leaping Gorge!

8/31 - Cathryn Couch, Founder and Executive Director of The Ceres Project

9/7 - DARK

9/14 - The Famous Bartley BBQ

9/21 - Karen Johnson, Director of the Charles M. Schulz Museum

schools from the current number of five (5). The giving of dictionaries to third graders has been a tremendous success since its inception several years ago.



**Louie Capuano** made an awareness announcement regarding this year's **Rotary International's Polio Plus** goal, to reach \$200MM in order to reach a grant match by the Gates Foundation of \$350MM. **RI** is currently \$8MM short of reaching the \$200MM mark. More info will be forthcoming however one might begin thinking of ways to make further contributions toward this very beneficial program.

**President Susan** announced that this month the **SCARC Dinner** will be hosted by the **Valley of the Moon Rotary Club** on August 27<sup>th</sup>.

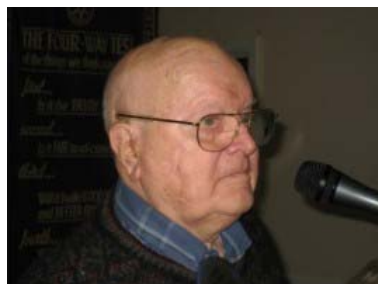
**President Susan** also announced that **Ruth Lincoln** has had to resign from the club due to the relocation of her office making attendance a challenge. **President Susan** would like to see **Ruth** become an honorary **Rotary** member of **Santa Rosa West Club**. (This writer for one fully endorses that idea.)

### Getting To Know You

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**President Susan** introduced two Rotarians in the "Getting to know you" theme:

**Chris Young** gave a very humorous antidote of how he and his wife first met in a bar. She evidently had had too much to drink because she agreed to marry **Chris** on the condition that they honeymoon in China (her native land). She forgot to mention that she would bring along her mother and grandmother to keep an 'eye' on **Chris** while they were in China. Chinese families tend to be somewhat large and **Chris** told of going on a 'family' outing in a greyhound with all of the 'over 30's' playing poker in the back of the bus. **Chris** gave up \$20 of his winnings for the benefit of our **Rotary Club**.



**John Withers** grew up in Rochester, New York and lived across the street from one of the Mayo Brothers (i.e., Mayo Clinic). **John's** wife's father was an admiral which may have accounted for his getting into West Point after being drafted into the horse Calvary. **John** graduated from West Point in 1948 and received a commission into the USAF. He flew thirty combat B-29 missions over Korea and at one time had clearance for his airplane to carry atomic bombs. (**John**, I am glad that you never had to use them.) **John** was also relieved of \$20.

### Recognition

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**Joe Perez** and **Bill Fisher** were each fined \$10 for wearing shorts at the meeting. **Bill's** were salmon color while **Joe** wore a conservative plaid.



**Richard Pratt** paid out \$20 for attending his Merced High School's 50<sup>th</sup> reunion.

### And the winner is...

**Today's Raffle:** 17 marbles and \$450.00. **Joe Perez** drew a blue marble. Sorry **Joe**.

**Potential member Chris Leslie** won the wine (second time in a row).

### Program: Bill Silver, Dean of the School of Business at Sonoma State

**Scott Bartley** introduced the program that featured a presentation by **Bill Silver**, Dean of the School of Business at Sonoma State.



**Bill Silver's** presentation centered on providing extraordinary customer service during periods of 'hard' economic times.



He asked for examples from **Rotary members** who have experienced customer service that really stood out. **Joe Perez** told of going to a boat parts store to purchase needed parts only to realize that he had left his wallet at home. The store owner believed **Joe's** sincerity and made the transaction happen. **Ralph Lassa** told of an Associated Press story that happened when he was practicing medicine.

**Bill Silver** used the Starbuck Coffee business model of an example of a major company creating a total experience for their customers by providing a place where customers can relax, meet others, enjoy their coffee and not be hassled to leave when not eating or drinking. The Starbuck business model has been successfully copied by many other

coffee type business enterprises.

**Bill** followed this lead by citing that many local businesses can successfully compete against the larger companies by providing exceptional service and a better product. SSU has created a forum for helping local business better use the resources offered at SSU through its Sonoma Mountain Business Incubator Programs.

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