

**ROTARY CLUB OF SANTA CRUZ OFFICERS 2007 - 2008**

President ..... Blaine Brokaw  
Secretary ..... Ian Mackenzie  
Treasurer ..... Karen Northup  
Sergeant-at-Arms ..... Peter Verbica, Erik Dybdahl  
President-Elect ..... Randy Krassow  
Program Coordinator ..... Randy Krassow

**DIRECTORS**

**SENIOR DIRECTORS** ..... **JUNIOR DIRECTORS**  
Angelo DeBernardo ..... Janene Adema – 1st Qtr. Programs  
Val Macken ..... Jan Derecho – 2nd Qtr. Programs  
Peter Prindle ..... Jim Weisenstein – 3rd Qtr. Programs  
Phil Tedesco ..... Eric Easter – 4th Qtr. Programs

**Junior Directors - Elect 2008 - 2009**

Michelle Anderson, Jane McKenzie, Dave McClure, Ross Condit

**CLUB SERVICE - Peter Prindle**

Attendance ..... Sharon Caiocca  
Bulletin ..... M. Anderson, S. Spragens, R. Condit, J. Brokaw  
Classification ..... Bill Bagnall  
Club Drawing ..... Jim Kelly  
Detective ..... Frank Minuti  
Historian ..... Marv Jensen  
Invocations ..... Joel Miller  
Membership ..... Wally Dale  
Membership Development ..... Tom O'Rourke  
Red Badge Advisor ..... Tom Foster  
Music ..... Don Munro  
Photographer ..... Caryn Rafferty  
Public Relations ..... Donna Maurillo, Leigh Selby  
Rotary Information ..... Jim Zenner, Sam Bishop  
We Care ..... Gerry Turgeon  
Web Master ..... Ian Mackenzie  
Song Master ..... Eric Easter  
Fellowship ..... Blaine Brokaw

**SPECIAL EVENTS**

Club Barbecue ..... Phil Allegri,  
Fund Raiser ..... Randy Krassow  
Golf ..... Wally Walker, Chas Eldridge, Wally Dale  
Christmas Program ..... Jan Derecho  
Kids Program ..... Janet Krassow  
Valetnine Program ..... Aleene Althouse, Caryn Rafferty  
Mystery Trip ..... Bruce Dunn  
Club Health Screening ..... Bruce Dunn

**Rotary Shares**  
www.santacruzrotary.org

**COMMUNITY SERVICE - Angelo DeBernardo**

Benevolence and Grants ..... Tom Foster  
Community Project ..... J. Brokaw, B. Rudolph & A. DeBernardo  
R.Y.L.A. .... Angelo DeBernardo  
Interact ..... Angelo DeBernardo  
Speech Contest ..... Angelo DeBernardo  
Senior Citizens ..... Allan Dow  
Youth Activities/Boy Scouts ..... Curt Froid  
RotaCare ..... John Mahaney  
Youth Services Training ..... Val Macken, Bruce Southstone  
Youth Services Trainer ..... Blaine Brokaw

**VOCATIONAL SERVICE - Phil Tedesco**

Club Directory ..... Ian Mackenzie  
Career Planning ..... Annie Asche, Linda Burroughs, Frank Minuti  
Magazine ..... Bob Rudolph  
Academic Scholarships ..... Lee Courtright, Jim Courtright  
Vocational Scholarships ..... Chas Eldridge, Phil Tedesco

**INTERNATIONAL SERVICE - Val Macken**

World Community Service ..... Keith McKenzie, Bella Hughes  
Rotary Foundation ..... Jim Bargetto  
Group Study Exchange ..... J. McKenzie, P. Graubeger & S. Bishop  
Sister City Coordinator ..... Bill Schuette  
Ambassadorial Scholarship ..... Steve Karon

**ROTARY CLUB OF SANTA CRUZ ENDOWMENT**

Chairman ..... Bill Bagnall  
Treasurer ..... Bill Lynch

**ROTARY CLUB OF SANTA CRUZ FOUNDATON**

Chairman ..... Jim Bargetto

**ROTARY INTERNATIONAL OFFICERS 2007 - 2008**

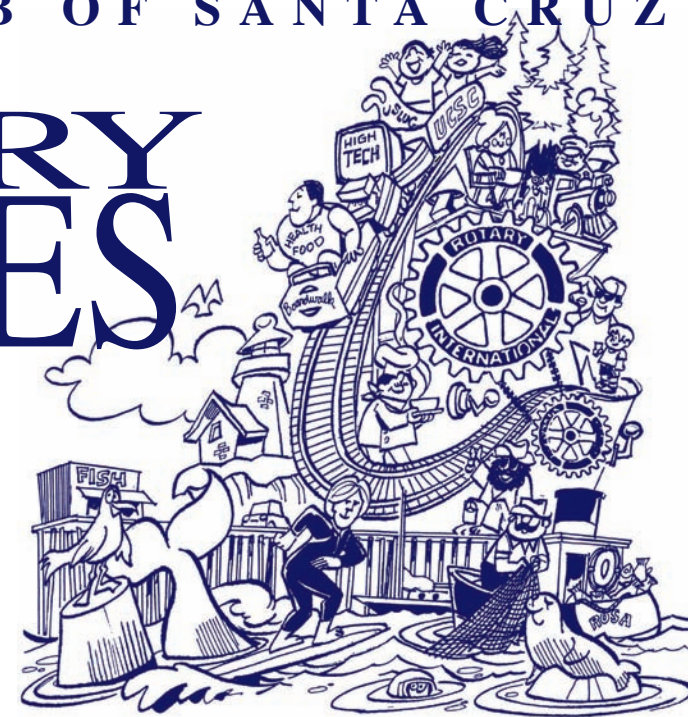
President ..... Wilfrid J. Wilkinson  
District Governor 5170 ..... Dick Lohmiller  
International Convention ..... Los Angeles, California  
Area 7 Representative ..... Shelley Neate

**CLUBS OF SANTA CRUZ COUNTY**

Scotts Valley	Scotts Valley Hilton	Mondays 12:15 PM
Santa Cruz Sunrise	De Laveaga Golf Club	Tuesdays 7:15 AM
Freedom	Green Valley Restaurant	Tuesdays 12:15 PM
San Lorenzo Valley	Mt. Hermon	Wednesdays 7:15 AM
Watsonville	Elks Lodge	Wednesdays 12:15 PM
Capitola/Aptos	Seascape	Thursdays 12:15 PM

**ROTARY CLUB OF SANTA CRUZ**

**ROTARY SPOKES**



P.O. Box 497 – Santa Cruz, CA 95061

Meets Friday at 12:15 p.m.

Santa Cruz Elks Lodge – 150 Jewell Street

Rotary Shares

**September 28, 2007**

**President - Blaine Brokaw**

**Editors - Michelle Anderson**

**Mike Ryan**  
**UCSC Theatre**

**Upcoming Season for Theatre Arts at UCSC, and Actor's Training on Campus**

*Mike is a lecturer at UCSC in the Theatre Arts department. Born on an Air Force base in Hyannis, Mass., he grew up in Edmond, Oklahoma, and took his first acting class in 8th grade. In school, he ran cross-country and did track and field, and planned to follow in his father's footsteps and become an attorney. Though he participated in high school plays, he only considered a career in acting mid-way through college at Southern Methodist U. in Dallas, TX. He was hired by Shakespeare Santa Cruz director Paul Whitworth for "As You Like It", in 1997, and continued to be cast in following seasons. He has been a Santa Cruz resident since 2003, and is a popular acting instructor at UCSC.*

**Programs - Janene Adema**

**Invocation - Joel Miller**

**Detective: Dominick Sacullo**

See photos at: [www.santacruzrotary.org](http://www.santacruzrotary.org)

### Next Meetings:

Oct 5: Ginny Steel: McHenry Library

Oct 12: Steve Shimek: Sea Otter

Foundation

Oct 18: Avenues of Service

Oct 19: Red Badge Speeches

### Birthdays

Sep 29: Jim Weisenstein

### Wedding Anniversaries

Oct 1: Chuck Manning (Lynne) 25th

### Club Anniversaries

Oct 4: Curt Froid (22yrs)

### Club Announcements

#### ●**Fundraiser Coupon Books: The Perfect**

**Fundraiser:** For the 7<sup>th</sup> year, we will be selling the Gift Checks Adventures Coupon Book during October. The Benevolence & Grants Committee has received over \$3,000 since this fundraiser began, thanks to those of you who have participated. All your favorite restaurants have continued to participate, and new restaurants include Cafe Rio, Chaminade, and Malone's Grille. The price has increased to \$12 per book, but we now will earn \$6 per book (if we sell over 100) or \$4.80 per book (if fewer). This is the Perfect Fundraiser because by using just one or two coupons, you get the price of your donation back! The new book can be used NOW and expires 1/31/08. (*Editor's Note to new members:* Coupon books are sold at the meeting to members. You don't have to go out selling them! But, consider buying a few - they make nice holiday gifts and I myself am currently using 2 a year for personal use!) Please plan to pay by check or with exact change. See Bob Rudolph for more information.

#### ●**Club BBQ:** Friday, October 26, 2007

Elks Lodge. No Host Bar Opens 4:30

Dinner served 6:00 (No lunch meeting that day! Attendance will be taken at the BBQ.)

### Community Service Announcements

#### ●**Second Harvest Barrel Wrap:**

Saturday, October 13, 8:00 a.m. at the Watsonville facility. Come for breakfast followed by wrapping 800 food donation barrels for the annual food drive. You will be done by 11:00 a.m. See Brian King or Angelo DeBernardo for more info.

#### ●**Club Project Event:** Santa Cruz Meth

Project: Wednesday, October 3 is the next Community Forum on this important subject. Our club is the founder of this Project. Police Community Room, 155 Center St., Santa Cruz, 6:30 to 8:30 pm.

### Rotary Announcements

●**Oktoberfest:** November 2, 2007 at 6:00 p.m., Scotts Valley Sports Center. This is a county-wide Rotary event. Save the date, and more information will follow.

●**Sunrise Rotary Bike Ride:** The 10th annual bike ride from Healdsburg to Santa Cruz begins October 4 and ends October 6. Funds raised go to the Santa Cruz High Field Renovation Project. The Field will be called "Rotary Field" when completed, in honor of all the local clubs which have done projects related to the field. Raffle tickets will be on sale associated with the ride, and sponsorships are available. See Tony Condotti for details.

### Last Meeting

Annie Asche gave an invocation reminding us to treasure our health and be patient with those who do not enjoy good health as it can happen to anyone. Steve

Spragens brought the raffle prize of a Plantronics telephone headset... something all our professional members probably need! Janet Krassow was the lucky winner. Linda Burroughs stepped in at the last minute for scheduled detective John B... John paid, with a whopping \$1,850 fine for Lighthouse bank having received \$18,500,000 in funding at the end of the initial offering. Linda could have called it quits after that, but fined those of us affected by the recent road re-paving projects that have been affecting so much of the Westside.

Janene Adema introduced speaker Willy Elliott-McCrea, E.D. of Second Harvest. Second Harvest has three goals right now: 1) Expand the Food for Children Project. This project has existed for 10 years. Childhood hunger is a major barrier to lifetime achievement. They are improving outreach, quality of food, and the number of boxes delivered to low-income schools and housing projects. Single moms sometimes need help, skipping their own meals so their kids can eat.

2) Improve efficiency as a business. They delivered 2 mil. lbs of food in 1988, now tripled to about 5.5 mil. lbs., and anticipated to double again to 11 mil lbs. in 2015. The facility in Watsonville lacks needing loading docks, pallet racks, and cooling space. It currently takes 1-1/2 hours to unload a truck without a loading dock – industry standard is 28 minutes. Inventory (by hand) takes 7 hours per month – industry standard is 25 minutes (by computer). In comparison to Ledyard for example, the Second Harvest facility lags

far behind. Major fundraising is underway to raise \$4 Mil. to improve the facility, \$3mil has been raised so far, only \$300K from government grants, the rest from private donations! Steve and Carol Spragens are leaders in the fundraising effort.

3) Improve partnerships. Second Harvest strives to deepen partnerships with businesses, service organizations, schools and churches to get food where it needs to go. The Food Hotline gets info to callers about other needed services, as sometimes lack of food in a family is the tip of the iceberg, and other services are needed too. They partner with local pantries to achieve volume buying discounts and expand capabilities.

Willy spoke to us, and also showed an excellent video which was made as a donation, and which showed us a lot about Second Harvest.

Willie explained with every \$1 donated, they can obtain \$9 of food. This is achieved through food donations from food suppliers, and a huge number of volunteer work hours, equivalent to 22 full-time employees, and the ability to get donated food in volume if Second Harvest can actually pick it up. For example, Willy has recently obtained a truck of watermelon for \$400, and class "C" apples for \$.04/lb.

Second Harvest is funded about 25% through public funding, and 80% from private community support.

We can help by donating food and dollars, and by volunteering our time. See the volunteer opportunity in Announcements.