



# Rotary Club of Coeur d'Alene



## Rotary Bulletin 11/12/21

NEXT MEETING November 19, 2021

Charter School Panel

Click [HERE](#) to join the meeting virtually via Zoom

Presided.....PRESIDENT CLAUDIA BRENNAN

Invocation.....FATHER JOHN MOSER, ST THOMAS CHURCH

Greeter♦.....BARBARA SMALLEY

Sergeant at Arms.....JULIE HOLT & MIRANDA HAMILTON

### GUESTS

KATIE HUNT introduced Bernie Rosen & wife Susanna

ANN THOMAS introduced Alaya Katani

DON ALLEN introduced his daughter Sarah

BRENDA BOOKHOLTZ introduced Sandi Bloem

BARB SMALLEY introduced Sheriff Bob Norris

NAOMI BOUTZ introduced Vanessa Moos

KATE COYLE introduced Leslie Wood & Johanna Brown

### STUDENT OF THE MONTH

Elizabeth Edmonds from LCHS and Myah Rietze from CHS.

### MEET OUT COMMITTEE

STEVE ROBERGE talked to the membership about our club♦s founding in 1922. He announced the Centennial Celebration Committee♦s work on the dinner & dance event as well as the tentative June 2022 dedication of the park. There are MANY sub-committees working hard to make these events successful. Thanks to ALL serving on these committees!

### Speakers

**November 19, 2021**

[Charter School Panel](#)  
Charter School Panel

**November 26, 2021**

[No Meeting -- Happy Thanksgiving!](#)

**December 03, 2021**

[President Claudia Brennan & Hank Martin](#)  
CdA Rotary Club Annual Meeting and Rotary International Foundation

### Club Leaders



[Claudia Jean Brennan](#)  
President



[Candace Louise Godwin](#)  
President -Elect



[Daniel Schreiber](#)  
Secretary

[Michael Nail](#)  
Treasurer

## SAVE THE DATE

Centennial Celebration formal dinner & dance, Roaring 20s theme, Saturday, January 22, 2022 at the Coeur d'Alene Resort. Cocktails at 5:30, program, dinner and dance to follow. If you'd like to make it a night, contact Kathy Larson at [klarson@cdaresort.com](mailto:klarson@cdaresort.com) to book a hotel room.



## PROSPECTIVE NEW MEMBER

VANESSA MOOS, CEO of Children's Village is presented to the club as a prospective new member. She is sponsored by HEIDI ROGERS. Should you have any questions or concerns please contact ANN THOMAS, Chair of the Membership Committee at [athomas@mountainwestbank.com](mailto:athomas@mountainwestbank.com) or 208-415-5372.

## ANNOUNCEMENTS

1. The November service project tomorrow with St. Vincent de Paul has been CANCELED.
1. New Member Orientation is on Tuesday, November 16th at 5:30pm at Coeur d'Alene Cellars. Please RSVP to Rebecca Eyman at [rebecca@cwelp.com](mailto:rebecca@cwelp.com) to get a headcount for planning. Thanks!
1. Our club's December service project is ringing the bell for the Salvation Army. Service begins December 5th for 3 consecutive Sundays (12/5, 12/12, 12/19). We will cover the East door at Fred Meyer from 10am-6pm. More to come with the sign-up sheet.
1. Don Allen provided an update on the kickoff to the capital campaign for our club's foundation endowment. To date \$575,000 has been raised to reach the \$1million goal! THANK YOU to club members who have the means to step up and support in huge ways!

Lead major donors have stepped up to help with the efforts to include:

DON & SALLY ALLEN giving \$100,000

LES & JANET ATCHLEY giving \$75,000

JOHN BEUTLER giving \$50,000

JIM & JERRE COLEMAN giving \$50,000

TOM & SUE THILO giving \$50,000

## BIRTHDAYS

11/8 JOE MORRIS

11/9 JIM ADDIS & MATT LYMAN

11/11 LAURA RUMPLER

11/12 DON ALLEN

11/14 DICK BARCLAY

## HAPPY DOLLARS

Prospective new member VANESSA MOOS gave in celebration for the Norton family from Silverwood delivering a check for \$100,000 to support Children's Village.

## TODAY'S PROGRAM

JOHN YOUNG introduced Robb & Amy Bloem of [StanCraft Boat Company](http://StanCraft.BoatCompany). Robb was raised in Coeur d'Alene and never imagined after college in the 1990s that he could return home and have a successful career. StanCraft is a story of love, loss, and rebuilding a family legacy.

Amy's grandfather Stan Young established StanCraft in 1933 on Flathead Lake, MT. In 1966 a fire decimated the manufacturing facility Syd and Julie Young, Amy's parents, took over the business in the 1970 and then made a hard decision to shut the business down due to world economic matters (OPEC oil embargo). Fast forward and the Youngs moved to Coeur d'Alene and reopened StanCraft in 1981. In 1997 Syd scaled back on operations and sold a majority of the company to Hagadone Marine Group.

At this time, Robb and Amy were early married and living out of state where Robb was attending graduate school. He wrote a paper for one of his MBA classes about boats and the business. It



[Julie Amador](#)  
Club Director



[Stephen Childers](#)  
Club Director



[Dan Crawford](#)  
Club Director



[Miranda Hamilton](#)  
Club Director



[Ashley Lenz](#)  
Club Director



[Robert McFarland](#)  
Club Director



[Doug Rupiper](#)  
Club Director



[Britt Towery](#)  
Club Director



[Hank Martin](#)  
Rotary Foundation  
Chair



[Luke J. Russell](#)  
iPast President



[Kimber Gates](#)  
Club Executive  
Secretary



[Steven Roberge](#)  
Assistant Governor



sparked an idea and Robb talked to Amy about taking a chance on a third generation of the family business. In 2002 Robb and Amy moved back to Coeur d'Alene and Syd trained Robb in a 5,000 sq ft shop at Amy's parents house, building 5 boats that year. Syd wanted to work more on the sales side while Robb was learning to hone his boat making craft. The family took another chance in the mid-2000s and joined Black Rock and Gozzer Ranch, believing it could be a way for them to connect with customers and grow a customer base...and it WORKED!

Today the StanCraft brand consists of five separate companies and employs just under 140 people. The goal is to have good paying jobs for Idaho people. For every 40 people they hire, only about 6 are kept on staff as the work is demanding and takes meticulous attention to detail. Most, if not all employees are trained in house and development and promotions come from within the company. The average compensation and benefits is \$50,000, excluding the executive team. The company builds approximately 26 hulls per year with the average boat size of 34-35 feet long. The company has finished 450 boats that are sold and shipped all over the world. About 225 or 50% stay on local lakes, 40% are located throughout North America and located in every state and Canada, while 10% are international including Thailand and New Zealand.

The growth of the new StanCraft companies have been by opportunity or customer request. In 2009-10 StanCraft Marine Center opened as a function of the recession as they bought up other marine service companies that were struggling. The marine center represents Master Craft and Centurion and has a 24/7 on-call maintenance team available from Memorial Day to Labor Day.

The Jet Center at the Coeur d'Alene Airport opened in April 2021 out of a need to provide a more welcoming and better point of entry into the community from the north end of the region. The center is a full service fixed base operation (FBO) and has an 8 acre ramp to park planes and a 30,000 sq ft hangar with a coffee shop, restrooms, lounge area and indoor golf training room.

StanCraft Aviation is a result of clientele asking for their plane and helicopter upholstery to match the level of craftsmanship of their boat. The business is a partnership with Fritz Wolff of Spokane. They serve 40-50 jets on the airfield per year. StanCraft Construction is a result of the need to manage the many in-house projects.

#### PROGRAMS FOR NOVEMBER

11/26 - No meeting, HAPPY THANKSGIVING!

#### PROGRAMS FOR DECEMBER

12/3 - Annual Meeting/ Rotary International Foundation

12/10 - Non-profit panel

12/17 - Christmas Program

12/24 - NO MEETING, Christmas Eve

12/31 - NO MEETING, New Year's Eve

In Service,

BRITT TOWERY