

Rotary Club of Santa Rosa East // April 9, 2019

EASTWIND

CLUB NOTES:

Meeting led by **John Teague**

Mike R. led us in the flag salute

Larry L. led us in singing "Take Me Out To The Ballgame"

Quote(s) of the day:

"Do you ever make silly mistakes? It is one of my very few creative activities." -Len Deighton, provided by **Jeff S.**

"Lead me not into temptation; I can find the way myself."

-Rita Mae Brown, provided by **Dennis S.**

GUESTS:

Alex Chu - Maria Carillo student, recipient of Rotary funds ... led his decathlon team to 16 medals!

Vanessa Frost - returning guest and potential new member!

David Harris - former Rotary 5130 member

SUNSHINE REPORT:

Rodgers is in Spring Lake Village Recovery, he had blood poisoning and is scheduled for an April 12 release -- just in time to celebrate Nancy's 95th birthday (a card was passed around the room to be sent to her)

George B. is also at Spring Lake Village and likes calls and visits!

John T. told us the tale of the torn tendon above his right knee -- hence his brace. He slipped in Cabo, visited urgent care in Mexico...surgery in America will follow. More to come on that...

Brian, Kim, and Mike shared several stories from their trip: near drownings, body surfing over rocks, heat strokes on hikes, scab-eating fish in pools...lots of alcohol. And elusive sloths -- a stuffed one was brought home to the president.

Brian rang the bell, and **Kim + Mike** teamed up to ring the bell together.



BIRTHDAYS, VACAYS, CONFESSIONS & HAPPY DOLLARS

Marilyn L. celebrated her April 3rd birthday

Dave H. visited Paradise/Butte County

Tom Croft ratted out Nick's black eye, but Nick refused to explain

Joe M. gave a few dollars in honor of Katie N. scribing and being the greeter at the meeting.

Mike R. shared a brutal Buddha Bowl story ... moral of which was not to eat Buddha Bowls after dental work that leaves your mouth numb.

Joan returned from Park City, UT where she witnessed Spring ski jumping.

Jim W. hiked up to the Sugarloaf waterfall

Tom Chauncy shared more UT stories

Brian R. acknowledged **Joe M.** for his work volunteering at Battle of the Brews, which was quite a success!

Dan D. received his past president pin

Becky Richardson, a past member, retired from AAA and is moving to Nevada.

Jim W. saw **Judy Hudson** who gave the club her best.

George K. took the bottle of wine as his raffle prize.

Brian R. shared an early fundraising report -- it looks like we were a bit shy of last year's \$80,000 net.

Around \$25,000 for the museum and \$25,000 for AHA.



...brings business and community together to accomplish great things. We are a membership organization with an overarching purpose of speaking out on behalf of business, strengthening the vibrancy of our regional economy and helping businesses grow.



The April 9 meeting featured Bret Gave and Ananda Sweet, introduced by Brian Reed.

PROGRAMS:

METRO CONNECT

Metro Chamber's own version of BNI. By joining a MetroConnect group you'll gain access to a diverse talent pool that you can turn to for insights and expertise. Structured bi-weekly meetings are designed to refer business within each group, focus on professional development, and capitalize on strategic partnerships.

WHEEL PROGRAM

The Worksite Held Employee English Learning program (WHEEL) was created to provide English language classes for employees at their place of employment.

The WHEEL program was quickly supplemented with a financial literacy component and assistance in learning how to better communicate with schools.

WHEEL has now expanded to include an extended family literacy class to increase the participation of parents in the education of their young children. The program is customizable based on a business' needs and currently includes the following elements:

- Family-Friendly Policy Support and Suggestions
- School Engagement Workshops
- Onsite English Classes
- Financial Literacy Workshops
- Community Service Projects

Most WHEEL elements can be coordinated at low or no cost to participating businesses.

Contact Ananda Sweet at (707) 636-3662 to learn more about WHEEL and how you can get your business involved.

LEADERSHIP SANTA ROSA

LSR is a community education program designed to offer participants a broad perspective of the County as well as provide them with the tools to become leaders in the community. The LSR program features leaders with firsthand experience on how our community works as well as experiential, hands-on activities designed to help participants learn how the community might be improved.

For more information, contact Janet Rogers at (707) 636-2845.

POLITICAL ACTION COMMITTEE

The Santa Rosa Chamber Business and Community Political Action Committee (Chamber PAC) is a voluntary non-partisan political action committee that works to protect business-friendly interests by identifying and campaigning for pro-job candidates running for local and regional elective office.

The Chamber PAC also helps to support and/or oppose ballot initiatives that would negatively impact member businesses.

Officially established in 2006, the Chamber PAC seeks to evaluate each election as to its impact on our Chamber membership and our business community.

For more information, contact Ananda Sweet at (707) 636-3662.

VISIT SANTA ROSA

Visit Santa Rosa is tasked with marketing Santa Rosa as a tourism destination, bringing meetings, events, and visitors to our area, providing assistance to individuals and groups seeking information about lodging, dining and entertainment opportunities in Santa Rosa.

Funded by the Santa Rosa Tourism Business Improvement Assessment, Visit Santa Rosa uses a \$1.2 million budget to market Santa Rosa as a vacation destination, promote our area as a prime location for meetings, and assist in bringing major events to Santa Rosa. Each year, thousands of visitors come to our community because of these efforts.

YOUNG PROFESSIONALS NETWORK

Our YPN program convenes young professionals, innovative thinkers, and prominent industry leaders to inspire, educate and empower young business leaders.

The Santa Rosa Regional Young Professionals Network (YPN) is a professional development program designed to engage and introduce young professionals to the Santa Rosa region's vast resources and opportunities.

ADVOCACY COUNCIL

The Advocacy Council's primary purpose is to study, analyze and establish policy, in tandem with our Board of Directors, on government issues and legislation affecting your business community. We then advocate for those positions on behalf of

the Chamber.

Our Chamber develops policies and practices based on the underlying principle that creating and promoting a pro-business political environment will directly enhance the success of private enterprise and quality of life.

The Chamber's advocacy work covers both the minutiae of local issues to sea-change developments that have shaped our community. The Chamber can point to a long history of successful advocacy that includes spearheading plans for the Golden Gate Bridge, donating the original land for the Santa Rosa Junior College, assisting in the launching of Memorial Hospital, supporting the improvements of Highway 101, and promoting runway safety upgrades and improvements at the Charles M. Schulz - Sonoma County Airport.

MIKE HAUSER ACADEMY

The award-winning Mike Hauser Academy (MHA) is a county-wide program, in partnership with Healdsburg, Rohnert Park, and Sebastopol Chambers.

This three-week summer school program provides incoming 9th grade English Language Learner (ELL) students and students who could benefit from extra math and science support the opportunity to visit STEM related companies where they interact with engineers and professionals to observe demonstrations and participate in hands-on activities to see how classroom lessons apply to STEM occupations and operations. MHA offers students a direct learning experience and practical application for STEM concepts.

In 2017 the Mike Hauser Academy merged with the Santa Rosa City School's M.O.V.E. Academy and as a result is expected to grow to over 200 students.

For more information, contact Ananda Sweet at (707) 636-3662.

EMPLOYER SUPPORTED CHILDCARE

As a result of the 2017 wildfires, Sonoma County lost 15 licensed child care programs, displacing 444 children.

A Sonoma County family earning the median household income spends 20% of it on child care. For an individual earning minimum wage, care costs 64% of their earnings.
The Future Workforce

A growing body of research shows that high-quality early learning programs deliver both short- and long-term benefits for children and the community.

Studies show that investments in early childhood education result in higher wages later in life, increased tax revenue, more effective public schools, improved personal and public health, less crime, and more educated, skilled workers.

An investment in early childhood education means significant public return on investment, which can be as high as \$16 for every \$1 spent. High-quality child care is not a luxury—it is a necessity.

When businesses invest in child care, they see results. Employer Supported Child Care is the most powerful retention and recruitment tool available.

Businesses typically see up to and beyond a 100% ROI resulting from tax savings, increased retention & productivity and decreased absenteeism.

For business, high-quality child care is a smart investment. It supports the workforce of today (parents), while helping lay the strong foundation necessary for success in the future workforce (children). High-quality, affordable child care is critical to a healthy, prosperous economy.
What We're Doing

The Santa Rosa Metro Chamber is available to consult on Employer Supported Child Care options and opportunities, and is here to support you throughout the process of creating on-site, near-site, or consortium-based child care for your employees including:

- Administering or furnishing surveys for your employees to assess need
- Producing ROI comparisons for models that match your interest and need
- Connecting you with possible providers of care
- Providing resources and models to ensure a quality program and maximize your investment
- Serving as a convener and advocate from investigation to implementation

To learn more about how Employer Supported Child Care can work for your organization, contact Ananda Sweet, VP of Public Policy & Workforce Development at 707-636-3662.

PATAGONIA (VENTURA, CA) ROI AS AN EXAMPLE:	
Tax benefits	50%
Employee retention	30%
Employee engagement	11%
Calculable ROI	91%
Gender diversity	
Greater employee loyalty	
Workplace culture	
Customer loyalty/community image	
Estimated ROI	24% - 34%
Total ROI	115% - 125%

ON AVERAGE, HALF OF PARENTS MISS

8.6 DAYS

of work due to child care issues.

RESEARCH SHOWS THAT BABIES FORM OVER

90%

of the brain connections that determine how they talk, think, and grow by the time they are 5 years old.

80%

of parents would leave for another job that provided child care.