

Rotary



EASTWIND



Newsletter of the Rotary Club of Santa Rosa East
The Crown Jewel of District 5130

August 25, 2020 Zoom Meeting

Edited by: Les Chauncy, 1st Time Scribe



2020-21 President
KIM McDONALD

Openings and Guest

After a brief period of group socializing and playful teasing, President **KIM McDONALD (PKM)** ever so artfully began our **Zoom Meeting**. **JULIE MONTGOMERY** played The Star Spangled Banner as performed during The Democratic National Convention. The Choir was represented by 57 people from all 50 states, District of Columbia, the Cheyenne Nation and 5 territories. **JEFF SCHUTT** shared thoughts from Robert Heinlein, "Anyone can see a forest fire, the skill lies in sniffing the first smoke". Our lovable songmeister, **LARRY LIRA** was in absentia.

Some featured SR East Rotarian faces at past ZOOM Meetings



9/11/20

Notes from the President:

PKM addressed our Virtual Hawaiian Fundraiser which the kickoff is Friday 9/11 at 7PM. The program on 9/11 will be 1.5 hours with Fund a Need, but the on-line bidding auction is open until Monday 9/14 at 7PM. Please register and send your 8/25/20 email to others to register & help make our Fundraiser a success. If anyone has anything further for the Fundraiser, please contact **PKM** to finalize the items for this 9/11 event. Don't forget to wear your finest Hawaiian apparel and prepare a batch of Mai Tais, it's going to be a fun night!!

Announcements: There are 2 links to complete for the Fundraiser. The first is to reserve your virtual, COMPLIMENTARY ticket. The second is to register to bid on items. In order to bid, you must register on both links. If you have any questions, PKM has graciously offered to provide verbal assistance. Once you have registered for your ticket and bidding authority, you will receive an email confirming that you are now registered. Please refer to the 8/25/20 email sent out by our own, Julie Montgomery.

More featured member faces at our ZOOM Meeting



Birthdays, Anniversaries, Happy Dollars

August 25th was a special day for Mike C and Mike R, it was their birthday! Mike C celebrated by making brats, sauerkraut and soft pretzels with their family. Mike R and Kay are traveling and visiting family, plus it was his Club anniversary. Ivan arrived at his 2nd Club anniversary, has a new business partner and will soon return to attending meetings. To celebrate, he gave \$150 Happy Dollars. During the meeting, Marilyn received a Nixle alert that "almost" all evacuations had been lifted or downgraded, she gave \$20 Happy Dollars. What did we do before Nixle?!? Forgot to add that Jean gave \$50 Happy Dollars in honor of her Mike's birthday. It was a great day for Happy Dollars.

Ron announced that the Club received a thank you letter from the Santa Rosa Symphony as we donated to their Education Fund for one of the local elementary schools.

As a first time scribe, I apologize for any blank spaces, misspellings, omissions, deletions, mayhem, malarkey or merry mischief!! Thank you, Les

Our speakers today were from Global Mercado whose topic was their "Masks Where They are Needed Most" campaign. The speakers were: Ruth Alvarez-Degolia, Executive Director; Brice Lovell, Director of Development & Marketing; Carrie Klemencic and Lidia Garcia. They were introduced by Don Cliver. Global Mercado is a nonprofit organization that has joined with Guatemalan artisan women who create soft goods for sale in retail establishments or online. In addition to sewing, weaving and designing purses, masks and other items, Global Mercado stresses education, health care and nutrition. They now have 650 women who are in 70 community co-ops throughout Guatemala. The 3 Pillars of their Model are Education, Market Access and Asset Development in order to break the cycle of poverty by building on retail partnerships. Every mom works from home and the numbers of their children who are attending schools is 99% of the MG artisans as compared to 35% in other rural areas of Guatemala. 64% of the artisans have a personal bank account, 73% have access to the food and nutrition they need and 84% are in a leadership position despite the inequality faced in a male-dominated society. Global Mercado's core values are Partnership, Authenticity and Respect. When the pandemic began, they worked to provide masks. In March of 2020, they provided 8,000 masks to hospitals and nursing facilities. They have now created 85,000 masks with 65,000 having been donated. They are focusing on providing masks for the migrant worker community who may not have easy access to masks. They sell items "created with traditional techniques but not traditional products".

Lidia Garcia is the leader in Guatemala and worked her way up the ranks to her current position of Operations Manager. She began as an artisan, completed high school, graduated with a college business administration degree and oversees the entire staff of 25 in Guatemala, sometimes having to take on the Guatemalan government. She was a shy but gracious speaker. And, Ruth did a great job of translating Lidia's thoughts for us.

Global Mercado will celebrate their 15th Anniversary in October with a virtual fundraiser. Ruth's email address is ruth@mercadoglobal.org. This is an excellent example of a non-profit starting small and, through perseverance and pandemics, growing tremendously. The website, for purchasing products or making donations is: <https://www.mercadoglobal.org/collections/all-our-ethical-handwoven-products>. (Please copy and paste, your editor wasn't able to create a link)

* Program below: "Sustaining Our Community's Level II Trauma Center and community hospitals - challenges, growth, Mission" by Kevin Klockenga on September 15 at 12 Noon.

Programs coming up at our SR East Rotary Tuesday Zoom Meetings <https://zoom.us/j/880106692> @ 12 Noon

September 1st	Doug Johnson, District Governor, District 5130 - What's In Store This Rotary Year
September 8th	Steve Page, President & General Manager - Sonoma Raceway Update
September 11th	Virtual Hawaiian Fundraiser, 7pm, Zoom on over and Join Us!
September 15th	Kevin Klockenga, Pres/CEO St. Joseph Health-Sonoma County*