



The Eastwind

Journal of the Rotary Club of Santa Rosa East — Crown Jewel of District 5130

“Nice weather we’re having.”
Edition

January 19,
2021

President
Kim McDonald

Zoom Account
Number —
880 106 692

www.zoom.us



- Past President Tom J. fills in for Current President Kim McD.
- Visiting Rotarians included Mae Heagerty-Matos (West Club), William Rousseau (Downtown Club) and David McDonald (West Club). Our guests were Ron Herrerias and Clinton Cogbill.
- Tom C. led us in the Pledge of Allegiance.
- Jeff S.’s Thought of the Day® comes from President Gerald Ford’s mom . . . “Tell the truth, work hard and come to dinner on time.”
- Larry L had a post-inaugural ditty . . . “My Country Tis Of Thee” (Third verse)

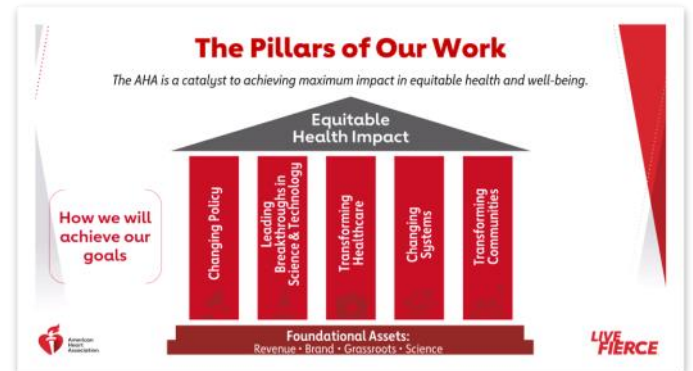


Program



Jeanne Kearns, the Executive Director of the American Heart Association's North Bay Division, gave a presentation on the impact the American Heart Association is having on the health of communities across the North Bay.

Our Rotary Club has sponsored the AHA's Go Red for Women campaign with donations from our fundraiser. For more information on the American Heart Association's work in the North Bay [click here](#).



Next Meeting

January 26, 2021 Noon via ZOOM

Join us as we hear from **Denise Redeker, Founder & CEO of Heart Help Foundation, A Heart Transplant Survivor and Counselor of Others**



Heart transplants are traumatic events that impact thousands of people each year in the US. Over the last decade, the list of candidates actively awaiting heart transplant has increased nearly 40%, signaling that the volume of people who undergo this intense surgery and recovery process will only increase over the coming years. While these stats are easy to find, what's less commonly known is that a core component of the recovery process can be financially devastating and is at best only partly covered by insurance.

Today, Heartfelt Help Foundation is a 501(c)(3) nonprofit which aims to assist transplant recipients afford the full scope of recovery expenses, including housing, transportation, and home health which are not covered by insurance. We believe the transplant recovery process is a crucial time that should be spent focused on recovery, rehabilitation, and achieving additional years with family and friends.

The Foundation Website: <https://www.heartfelthelpfoundation.com/>



Club News

- ◆ Bill Rousseau of the Santa Rosa Rotary Downtown Club gave a presentation on the North Coast Ethics in Business Awards to be held on October 8, 2021, at the Double Tree Hotel in Rohnert Park. For more information on the event and nominations can be found on page 4. A link to the official webpage can also be found there.
- ◆ Clinton Cogbill, a former Rotary Youth Exchange participant to France and guest of Bill C., joined us today.
- ◆ Ann McG. has 29 years in Rotary. Congratulations Ann.
- ◆ We should know by Tuesday's meeting the official name of the merged club.
- ◆ Barry C. had a birthday and had \$54 for the club.
- ◆ Hap C. has been married for 52 years. \$52 Happy Dollars.
- ◆ Larry L. (and his back) thanked the folks who helped move dictionaries.
- ◆ Dan L. had \$100 for RI and \$20 to the club.
- ◆ Tom C. gave \$1,000 to the Foundation and \$100 to RI in honor of his stent and cardio-vascular health.
- ◆ Larry L.'s offer still stands! He will match your RI/Paul Harris contribution with a donation to his RI/Paul Harris until April 1, 2021, up to \$5,000.

In case you were wondering . . .

There are 69 Rotary clubs with the word "Tokyo" in their club names.

The Rotary Club of Nome, Alaska, lies west of the club in Honolulu, Hawaii, and the Santiago, Chile, club is located east of the Rotary Club of Philadelphia, Pennsylvania.



Rotary
District 5130



**NORTH COAST
ETHICS IN BUSINESS
AWARDS**

The North Coast Ethics in Business Award is a vision of 2020-2021 Rotary District 5130 Governor Doug Johnson. DG Johnson strongly believes Rotary's "Four-Way Test" and "Core Values" are closely aligned with the concept of Ethics in Business. He shares, "As Rotarians, we need to honor businesses that are doing things right. Too often our society and the media focus on businesses that have been subject to scandals."

This Rotary Award program will honor those organizations demonstrating ethical business practice in the workplace, the marketplace, and their community. There will be three award recipients recognized for their demonstration of going beyond the expected to achieve excellence in ethical business practices.

The planning phase for the Rotary Ethics in Business Award's program started in early 2020 during the COVID-19 pandemic. The District-wide 2021 Awards luncheon will be an inaugural event for this important multi-community award. Nominations for Awards are solicited from the public and the Award recipient will be chosen by a Blue Ribbon Committee of North Coast business leaders. Customers, employees, friends and other stakeholders who have witnessed exceptional ethical behavior are asked to nominate companies and organizations at:

Ethics@Rotary5130.org

The annual awards are coordinated by a committee of local business leaders and members of Rotary District 5130.

Details are at the Ethics Awards Web Page

<https://www.rotary5130.org/ethics/>



DISTRICT 5130



Rotary Youth Exchange (RYE)

JANUARY 2021

www.ye5130.org

CHECK IT OUT!
www.ye5130.org

Check out the mandatory events in Events Calendar, and Optional Trips available to our RYE ambassadors! This is the time of year for "The Big Reveal": our new Outbounds discover their destination. Click on ROTEX/Country Reveal & Zip Lining video (thank you, Gabby Gomez, ROTEX) to be swept up in the palpable positive energy that infuses this event! We are looking forward to being able to resume this event next year, after being obliged by Covid-19 to severely modify it this year.



RYE Meets Lady Liberty during optional trip to New York

WHO IS SENDING WHOM TO WHERE?!

Our 2021-22 Outbounds have their destinations, and here they are!

The Sebastopol Sunrise RC

is sending Julian to Brazil!
The Sebastopol RC is sending Gabe to Sweden!
The Santa Rosa RC consortium is sending Dahlia to Switzerland!
The Windsor RC is sending Kate to Germany!
The Healdsburg Sunrise RC is sending Elina to South Korea!
The Middletown RC is sending Jackson to France!
The South Ukiah RC is sending Ruby to Thailand and Riley to Finland!
The Fortuna RCs are sending Ashlyn to Spain!
The Southwest Eureka RC is sending Izzy to Ecuador!

We wish them a fabulous adventure of, and for, a lifetime!

HAPPY NEW YEAR! (Lupita to Thailand, 2018-2019)

I celebrated Chinese New Year in Thailand since I lived in a town with a prominent Thai-Chinese population. It was a 3 day celebration filled with food, parades, and music. I got to wear Qipao, which is a Chinese dress. You would also gift people money or other items and we also went to our local temple. CNY is celebrated in February and it typically lasts two weeks! They also celebrate New

Years on January 1st which is still a big deal but it's usually spent with just family. CNY and Songkran (celebrated in April) on the other hand are huge New Years celebrations with more festivals and parades for everyone to join.



Lupita welcomes the Year of the Pig 2019

EXCHANGES ARE FOREVER

(Jean Herschede, Healdsburg RC, 1974-75 Exchange to Brazil)

What possessed a 16 year old from a small Ohio town to venture to Brazil for a year? Wunderlust? Language? Culture? Escape from the disco craze of the mid-70's? What I remember was, "why not?" Now as I reflect back on that wonderful year and think about those who are thinking about going, I say, "DO IT"! Not only did I learn about a culture and language I knew nothing about, I more importantly learned about myself and my abilities. Living with

host families who did not speak English as I fumbled with my child-like Portuguese helped build confidence that I could tackle anything. Would I do it again? Absolutely! How has it affected me as an adult? I have spent my career in software consulting focusing on companies and subsidiaries based in Latin America. Currently, I am involved with a Rotary non-profit providing education and health to a remote indigenous population in Guatemala.



Brazil—Sweden—Ecuador—Switzerland—Spain—France—Germany—Thailand—South Korea—Finland

