



The Eastwind

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

“The R is
Silent.” Edition

February 2,
2021

President
Kim McDonald

Zoom Account
Number —
880 106 692

www.zoom.us



Let's Begin . . .

- President Kim McD. is back home and led the meeting.
- Our lone visiting Rotarian was Mae Heagerty-Matos (West Club). Our guests were Peter Tracy and Bob Bulwa.
- Joan G. led us in the Pledge of Allegiance.
- Jeff S.'s Thought of the Day® quoted a Yale researcher on how creating a COVID-19 vaccine is akin to watching how sausage is made.
- Larry L. sang “Hail, Hail.”



Program



Demian Bulwa, director of news at the San Francisco Chronicle, joined us to give his perspective on the changing field of journalism. He oversees the news operation, including metro, politics and investigative reporting, and he co-hosts [Fifth & Mission](#), the Chronicle's daily news podcast.

Demian grew up in Sebastopol before attending Analy High School and UC Berkeley. He is a former longtime reporter at the paper whose chief topics included policing, civil rights, public corruption and big-wave surfing.

He led coverage of the 2017 firestorm in Wine Country that was awarded the Scripps Howard Award for breaking news.

Next Meeting

February 9, 2021 Noon via ZOOM



Club Talk: The Courage of HOPE Foundation
By Constanica Bosha,
Founder of Courage for HOPE, a water project in Africa

Tuesday, February 09, 2021
12:00pm to 1:00pm
Via Zoom

"The Courage of H.O.P.E. Foundation is a non-profit organization dedicated to providing access to quality education, rebuilding and renovating schools, poverty reduction, integrating sustainable developments, health, and nutrition. We intend to partner with the local residents and support them in creating resilient communities." (*from the [website](#)*)



Club News

- Joan G. announced we were only \$11 short of the \$5,000 dollars to meet Larry L.'s challenge. Dennis S. came to the rescue with \$11. A big thank you to the Liras!
- Nancy H. had a ZOOM birthday party with guests from both coasts. Wine was involved.
- Dennis S. celebrated his 56th wedding anniversary. He had \$100 Happy Dollars, plus \$11 for Larry's challenge.
- George K. has 29 years in the Club! Congratulations! \$29 Happy Dollars.
- Kim McD has 17 years in the Club. Make it an even \$20 Happy Dollars.
- Les C. had her 70th birthday. \$100 Happy Dollars.
- Kim McD. thanked Past-President Tom J. for filling in for her.
- If you know where to find any Pliny the Younger, please contact Tom J.



District Training Assembly . . .

Please save the evening of Friday, **April 16th**, and the morning/afternoon of Saturday, **April 17th**, for this year's District Training Assembly! On Friday evening be prepared to Zoom in for our District breakout rooms and guest speaker. On Saturday morning we'll return to a Vibrant District kickoff with a guest speaker, morning sessions and afternoon electives.

Further details and registration to follow.



From Sunrise Rotary Club — I am asking for your support of our Rotary club- Santa Rosa Sunrise Rotary- by participating in our Super Raffle which we have just kicked off. It will be BIG, and may well be the only fundraising opportunity we have this year to support the many community and international projects we undertake with our time, energy and funds. The Super Raffle drawing will be Saturday, March 6th and the Grand Prize will be either . . .

A 10-day luxury small ship cruise for two, travelling on the Rhine and Moselle Rivers from Basel, Switzerland through Germany, France and winding up in Amsterdam, Holland in late October 2021. This prize includes airfare and will be the trip of a lifetime for the very lucky winner. There is a lenient program by the travel company for a refund or credit for a future trip if the pandemic situation persists.

OR

\$10,000.00 in Cash!!!!

Tickets for the Super Raffle are \$50 apiece. Buy a few shots at the grand prize for yourself, give a ticket as an interesting gift to friends, family or business clients. There are also several secondary prizes including a case of Trione Vineyards wine, a mountaintop wine tasting for 10 at Kunde Vineyards and large format bottles of wine.

100% of net proceeds from the Sunrise Rotary Super Raffle will go directly back into the local community and assist the club in funding selected International projects. Listed below are just a few of the more recent projects funded since the founding of our club in 1986. "Home-grown" projects, programs and charities have received over \$1,500,000 raised by Santa Rosa Sunrise Rotary since 1986.

Sonoma County Fire Relief
The Living Room
Local & International Dental Outreach
Elsie +96 /Allen Interact Club
Santa Rosa-Kagoshima Student Exchange Program
Women's Recovery Services
SOS Counseling Services
And Many More.....

Rotary's Polio Eradication Project
Elsie Allen High School Foundation
Santa Rosa Senior Center
Eye Glass & Eye Surgery Projects
Land Paths
Steele Lane School Garden
Social Advocates for Youth SAY

Here is a link to a short video describing the work of Sunrise Rotary <https://youtu.be/VEeRJDV6Y2Q>

Your support for our work to improve the lives of real people is very much appreciated. If you are able to support us, please send a quick email and I will take care of the details. Thanks!

Paul O'Rear porear@shorelinecommercialfunding.com



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/>