



# *The Eastwind*

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

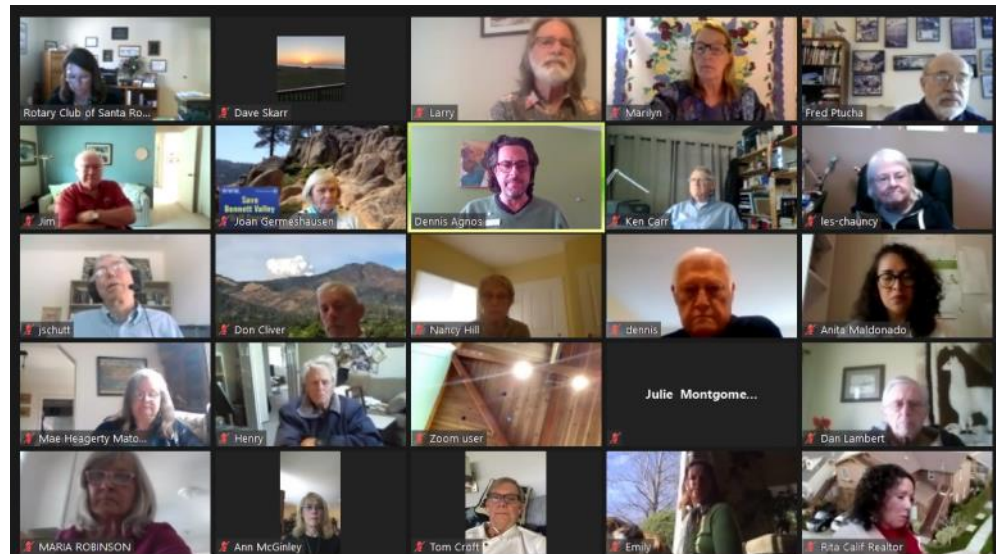
“Daylight Savings  
Time”  
Edition

March 9, 2021

President  
Kim McDonald

Zoom Account  
Number —  
880 106 692

[www.zoom.us](http://www.zoom.us)



## Let's Begin . . .

- President-Elect Mae H.- M. began the meeting at 12:10 p.m.
- The meeting included our friends from the West Club.
- Jenny Pitts recited the Pledge of Allegiance.
- Jeff S.'s Thought for the Day™ was . . . *“The only way to make sense out of change is to plunge into it, move with it, and join the dance.”* — Alan Watts, British philosopher
- Larry L. reached into his musical tool bag and came up with “Hail, Hail”



## Program



Kathy Flanson joined us to talk about Rotary Youth Exchange. She has been a member of the Calistoga Rotary Club since January 2003. She has served on many committees in her club, including as Youth Exchange Chairperson. Kathy is the mother of 2 adult sons and one was an outbound Youth Exchange ambassador. She is currently the Immediate Past District Governor for District 5130 and is serving as the District's Youth Service Chairperson and the Youth Exchange Club Development Chairperson.

<https://www.rotary.org/en/our-programs/youth-exchanges>

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## Next Meeting

***March 16, 2021 Noon via ZOOM***



Keith Woods is the CEO of the North Coast Builders Exchange, headquartered in Santa Rosa, a position he's held since 2000. The 1250-member organization represents contractors and construction-related firms in Sonoma, Lake, Mendocino, and Napa Counties.



Robin Bartholow directs the North Bay Construction Corps (NBCC) is an after-school, 5-month basic construction training program for seniors in their last semester of high school. Classes are taught by local contractors and construction managers. For more information please visit their website . . .

[North Bay Construction Corps](#)



## Club News

- \* Marilyn L. had \$10 Happy Dollars™ for her first COVID shot.
- \* Maria R. also had \$10 Happy Dollars™ for her shot.
- \* If you would like to be on the screening committee for the Montgomery High School (Elinor Vallergera) scholarships, please contact Ron T. at his email . . . [rontaylordigitalworld@gmail.com](mailto:rontaylordigitalworld@gmail.com) ASAP. The plan is as follows:

- 1) Zoom meeting on March 23 @ 5 p.m. organize the process.
- 2) Spend an hour or two reading applications sent on April 1.
- 3) Attend a Zoom meeting in early April to discuss and rank applications and determine finalists.
- 4) Attend a series of Zoom interviews with finalists in mid-April. Approx. 4 hours.

Dates and times are subject to change.

PE Mae H-M. left us with this thought from Maya Angelou . . . “If you’re always trying to be normal you will never know how amazing you can be. “

**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.





**Rotary**  
District 5130



**NORTH COAST  
ETHICS IN BUSINESS  
AWARDS**

**T**he 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](mailto: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/>