



The Eastwind

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

“Spring has Sprung”
Edition

March 16, 2021

President
Kim McDonald

Zoom Account
Number —
880 106 692

www.zoom.us



Let's Begin . . .

President Kim McD. called the meeting to order at 12:05 pm

Linda B. from Utah was our lone visiting Rotarian. Guest were Cyndi Yoxall and Tony Cabrera.

Marilyn L. recited the Pledge of Allegiance.

Jeff S.'s Thought for the Day™ was . . .
“Spring is nature’s way of saying ‘Let’s Party!’”
— Robin Williams

Larry L. belted out “We’re Glad You’re Here.”





Program



Keith Woods, the CEO of the North Coast Builders Exchange, and Robin Bartholow, Director of the North Bay Construction Corps, visited the Club to talk about the construction industry's shortage of workers. For every 5 construction workers who retire only 1 is joining the workforce.



Their solution is the North Bay Construction Corps, 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](#)

Next Meeting

March 23, 2021 Noon via ZOOM



Make sure to hear Francesco Lecce-Chong, Music Director and Conductor of the Santa Rosa Symphony, when he talks to the Club about keeping music alive during the pandemic.

Lecce-Chong has appeared with orchestras around the world, including the San Francisco Symphony, New York Philharmonic, National Symphony, Atlanta Symphony, Pittsburgh Symphony, Toronto Symphony, St. Louis Symphony, and Hong Kong Philharmonic and collaborated with top soloists including Renée Fleming and Itzhak Perlman.



Club News

- ◆ Larry L. reported that the Distribution Committee will be cutting great big checks for the Santa Rosa Symphony Music education program (\$2,000), Catholic Charities (\$2,000), Sonoma County Medical Association (\$2,000) and the Peace Pole project (\$340).
- ◆ Cyndi Yoxall of Catholic Charities gave us an update on Caritas Village project and the Academic Hub.
- ◆ The East/West fundraiser is set for August 7, 2021. The theme is tentatively "Wild, Wild West." Get ready for Kenn C. in chaps and bolo tie. More info to come.
- ◆ The aforementioned Kenn C. has \$50 Happy Dollars for his long ago birthday.
- ◆ Julie M had a birthday on March 13th. She spent the day wine tasting. \$25 Happy Dollars.
- ◆ President Kim Mc D. rang the bell for her 24th anniversary.
- ◆ Fred P. had \$100 Happy Dollars for feeling better after an illness.
- ◆ A Cinco de Mayo party at Harvest Moon Winery is being planned. It's a mixed club social. Details to follow.
- ◆ President Kim sez "If your dreams don't scare you, they're too small."

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.

Register now — [LINK](#)



you're invited!

FREE TO BE

10th Annual Virtual Teen Benefit Event

FRIDAY, MARCH 26, 2021 | 7:00PM

Virtually via Zoom

Free to Be equips teens with life skills to build healthy relationships, postpone sexual activity, and avoid risky behavior.

This year we celebrate 100,000 students served through Free to Be's youth programs! With your support, this event will help Free to Be continue to partner with our local schools and youth-serving organizations, offering this positive health-based message and life skills to 100,000 more students in Sonoma County.

Click [HERE](#) to register for our free online event.

Online Auction

Bidding opens Friday, March 26th at 7:45PM

Bidding ends Monday, March 29th at 8PM

Web: www.freetobeteens.org

...encouraging positive choices for a thriving future!



Caritas Village
Love for all

Caritas Village is Catholic Charities' bold answer to homelessness in Santa Rosa. This historic endeavor will double the number of people Catholic Charities can transition from homelessness into permanent housing each year.

On January 15th, the team officially broke ground. Construction on Caritas Center is underway, with construction on Caritas Homes Phase One scheduled to begin in August. Both structures will be completed in mid-2022.

Help them bring it home! They are inviting the entire community to join in completing Caritas Center. Become a permanent part of history when you purchase a tile on the Community Donor Wall. Your purchase of a tile on our Community Donor Wall will create a lasting solution to homelessness.

Plus, your gift to Caritas Village will be doubled, between now and March 31st, 2021.

Learn more about Caritas Village and how you can get involved:

www.caritas-village.org



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/>