

Rotary 
Valley of the Moon

6520 Oakmont Drive, Suite A, Santa Rosa, CA 95409

Visit our website: VOMRotary.org

Volume XXIII Issue No. 30 David Beach, President March 14, 2024



**CREATE HOPE
in the WORLD**

The **Four-Way Test** of things we think, say or do:

Is it the **Truth**?

Is it **Fair** to all concerned?

Will it build **Goodwill** and better **Friendships**?

Will it be **Beneficial** to all concerned?

President **David Beach** rang the opening bell at 8 a.m. **Valerie Oliver** led the flag salute.

VISITORS:

Sgt-at-Arms **Fred Merrill** introduced our guests **Karen FitzGerald** (Rotary Club of Hilo), Tom Kendrick, Bruce Hartsough, Karen Cotter, Iris Harrell, and Wes Radez, our speaker.



THOUGHT FOR THE DAY



Jackie Ryan humored us with this one:

“Never fear big long words. Big long words name little things. All big things have little names, such as life and death, peace and war. Or dawn, day, night, hope, love, home. Learn to use little words in a big way. It is hard to do, but they say what you mean. When you don’t know what you mean, use big words. That often fools little people.” – Arthur Kudner

PRESIDENT AND MISCELLANEOUS ANNOUNCEMENTS:



Mike Isola stressed that the Foundation is “OPEN FOR BUSINESS”! We are only halfway for Every Rotarian Every Year (EREY) and only a third of the way toward Sustaining. Come on, folks, dig down for that couple of dollars you’ll never miss! The Rotary year ends June 30th.

CRAB FEED UPDATE:



Daymon Doss let us know the last Crab Feed meeting is on Monday, March 18th at the OVA to toss around ideas to make the next one even better. He doesn’t know what room yet but will e-mail everyone. We did darned good this year.

BIRTHDAYS & ANNIVERSARIES:

Marcel Coder had a Rotary anniversary.



HAPPY/CRAPPY DOLLARS:



Daymon is happy that the Crab Feed is OVER! Also, he lives in Kenwood but thanked everyone in Oakmont for voting in Measure H, which passed by 62%. Oakmont was a strong supporter.

Frank Sites was happy about Jackie’s Thought For the Day!



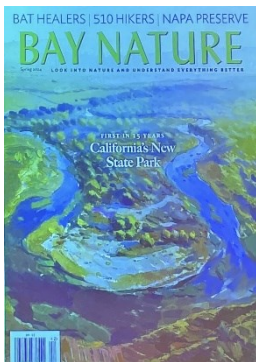
RAFFLE:

Craig Clissold drew **Mike Isola’s** ticket number for the \$25 jackpot and he left that Joker hang in there for a while to build the pot after Judith Kesot took it all last week!

SPEAKERS:



Fred Merrill introduced our speaker, Wes Radez, Executive Director/Publisher of Bay Nature Institute. As the leader of its efforts connecting Bay Area people to their natural world, Wes is a community builder passionate about environmental stewardship. Before arriving at Bay Nature, Wes was the Director of Development and Marketing for the Oakland Parks and Rec Foundation, managing and investing assets in partnership with community and civic groups. He has more than 15 years of management, business development and marketing experience. He has an MBA from the Yale School of Management and a bachelor's degree in international relations from Stanford U. His passions outside of work include travel, live music, and nurturing reluctant vegetables to maturity.



Wes advised that, as an environmental publisher, it's his challenge to connect people with nature, offering them choices about recycling, wildfire prevention, water conservation, etc. The Bay Nature Magazine has grown in its 23 years, equaling 1 new subscription a day. If he were to start all over again, he'd look at our planet and how to save it. The magazine researches local habitats and local areas to discover by independent writers. The challenge here, however, is the trend toward not reading at all. An average of 2 local newspapers close each week. So, how do publishers survive in this atmosphere?

For 3 months, he traveled from here to San Jose surveying local focus groups, and meeting a 25# tortoise! In those 75 meetings, he asked why they subscribed to Bay Nature magazine and the messages were that they wanted to be more actively involved and wanted that community connection.

A membership to Bay Nature is \$40 a year. For that, you receive a quarterly magazine (beautifully printed with fabulous photographs and stories), free access to Bay Nature guided hikes, free access to online seminars, etc. Their website is www.baynature.org to learn more.

A graphic titled "Become a Member" with the subtitle "Join the essential San Francisco Bay Area nature community." It features images of Bay Nature magazines. The text includes "MOST POPULAR Bay Nature Membership \$40 /year" and a list of benefits: "Explore nature in print, online, and outdoors: ✓ Bay Nature magazine (print and digital) ✓ Free access to Bay Nature guided hikes ✓ Free access to Bay Nature online seminars ✓ Member rates to the Local Hero Awards and other ticketed events". A "JOIN | RENEW" button is at the bottom.

Wes grew up in Oakland and got involved in cleaning up “Old Oakland”, focusing on repairing playgrounds for children. In the winter of 2020, neighbors got together and transformed a playground in 6 months. Caring people can make good things happen (I think Rotary might know something about that!)

Wes brought copies of Bay Nature for all of us to enjoy and stayed after the meeting to chat with us.

David thanked Wes for his enthusiasm and make-a-difference attitude, and for journeying to Santa Rosa at 6 a.m.

ADJOURNMENT:

President Beach adjourned our meeting at 9 a.m. We recited the Four-Way Test.

UPCOMING PROGRAM

3/21/24 – Food For Thought, Amanda Wood

3/28/24 – Student of the Month, and “The Last Thing Claire Wanted, a Wine Country Cold Case”, author/speaker

4/4/24 – Field Trip to Hanna Center

MEMBERSHIP:

Share Rotary with your friends. We should invite business friends and neighbors to a meeting. Who do we do business with, what neighbors do we know, and what former Rotarians could be asked to join us? Guests and potential Rotarians are invited twice at the Club’s expense.

When introducing your guest at a meeting please do not introduce them as a prospective member. No one can be a prospective member until the Board votes on their application. Just introduce them as my friend or neighbor or whatever is appropriate.

MANY PEOPLE SAID THEY WOULD HAVE JOINED ROTARY HAD SOMEONE ASKED THEM!

ERRORS & OMISSIONS

Editor: Star Power

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Publisher: Valerie Hulsey

Photographer: John Derby

Club Officers:

President: David Beach

Immediate Past President: Art Fichtenberg

President-Elect: Fred Merrill

Secretary: Valerie Hulsey

Treasurer: Liz Moore

Directors:

Community Service –Marcel Coder

International Service – John Derby

Youth Service - Jackie Ryan & Lydia Harris

Club Service– Daymon Doss

Environment – Jim Allen

Membership – Kevin Johnson