

Rotary Club of the Valley of the Moon

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

Visit our website: VOMRotary.org

Volume XXIII Issue No. 25 David Beach, President February 1, 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**?

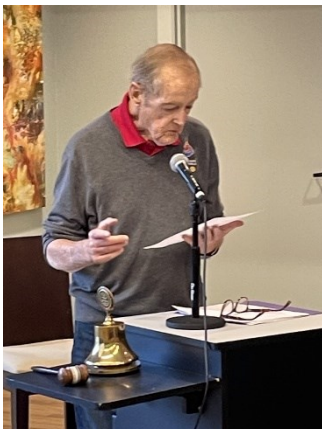
Will it be **Beneficial** to all concerned?

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

VISITORS:

Sgt-at-Arms **Fred Merrill** announced our speaker and only visitor, Matt Stevens.

THOUGHT FOR THE DAY



President **Beach** shared these quotes with us, asking if we knew who said them:

- Courage is what it takes to stand up and speak; courage is also what it takes to sit down and listen. (Winston Churchill)
- The most important thing is to try and inspire people so that they can be great in whatever they want to do. (Kobe Bryant)
- Strive not to be a success, but rather to be of value.” (Albert Einstein)
- Every strike brings me closer to the next home run. (Babe Ruth)
- Be yourself; everyone else is already taken. (Oscar Wilde)
- Optimism is a huge asset. We can always use more of it. But optimism isn’t a belief that things will automatically get better; it’s a conviction that we can make things better. (Melinda French Gates)

- All your dreams can come true if we have the courage to pursue them. (Walt Disney)

PRESIDENT AND MISCELLANEOUS ANNOUNCEMENTS:

Jim Allen spoke again about the Healdsburg Rotary cleanup at the Russian River, which has been temporarily cancelled due to the weather.

CRAB FEED UPDATE:



Karen King (The Cookie Monster) reminded us to sign up to bring cookies to Berger Center on the morning of the CF.

John Brodey said to be sure to record your name & type of wine on the sheet where you deliver your wine.

Val Oliver is in charge of ticket sales at the CF and needs volunteers.

Daymon Doss reminded us that it's less than a month until the Crab Feed. **Frank Sites and Jim Allen** will be getting the crab cracked and cleaned for our consumption. Only about half of our membership have signed up for duty at the CF and we need ALL of us. The deadline to get ads into the program is February 6th. Things are coming together.

John Derby said even if you don't get your sponsor's ad in the program, don't stop soliciting them.

DON'T FORGET TO BRING IN YOUR NICE BOTTLES OF WINE FOR THE WINE WALL!

BIRTHDAYS & ANNIVERSARIES:

None

HAPPY/CRAPPY DOLLARS:



Karen King let us know the other half of the Cookie Monster team, Judith Kesot, was hospitalized for a week but is now home recuperating. (Get well quick, Jude!)

Val Oliver said her husband had a double knee surgery, but had a reaction to the medication today, but he's still running for the Board (LOL! Tough guy!)

Jim Bogue had something positive to say, but typical for me, I didn't hear it.

Dawn Longoria said her daughter & son-in-law were here from Barcelona, Spain, and stayed for a month.

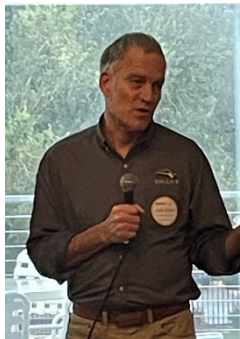
Liz Moore thanked David Beach for taking over her Thought For the Day slot as she was very busy.

John Brodey just returned from Italy after celebrating his father's 100th birthday. It was a great event, including 100 candles on his cake. JB said he was sharp as ever. He said he wanted a drink, so they asked him what he'd like. He said, "Whiskey!". They replied that he doesn't drink whiskey and he retorted, "What've I got to lose?" Also, JB's youngest daughter, Stella, has a 23rd birthday.

RAFFLE:

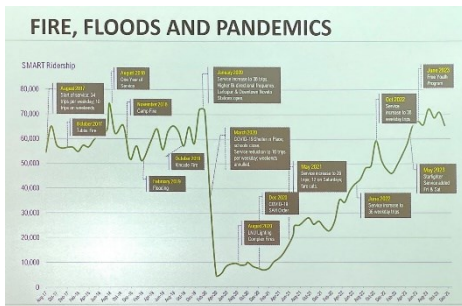
Craig Clissold drew **Art Fichtenberg's** ticket number for the \$157.50 jackpot, but he didn't draw the Joker.

GUEST SPEAKER:



Fred Merrill introduced our speaker, Matt Stevens. Matt manages Community Outreach & Customer Service for the Sonoma-Marin Area Rail Transit (SMART) District. He's been facilitating SMART community outreach programs since 2001, first as a consultant, then as a staff member, and then full-time in 2012. In his spare time, Matt plays bass in rock bands, is an avid mountain biker, loves to travel, and is a partner in a relic fishing resort in Northern Idaho. Matt earned a Master of Arts Degree in Organization Development at Sonoma State U, is a father of 2 grown children, and has lived in Sonoma County for more than 40 years.

Matt told us the SMART train now runs 45 miles from Sonoma County Airport to Larkspur. Soon, it will go to Windsor, Healdsburg & Cloverdale. The Windsor station is under construction.



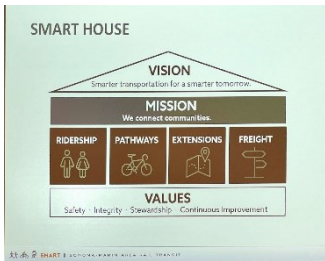
During the Pandemic, SMART's ridership was down to 0, but in the last 12 months, it's gone up to around 730,000. Their ridership goal for the 2024 Fiscal Year is 823,000.



That last mile into Larkspur is still a problem, as it doesn't run to the Ferry. It's only about a 15-minute walk, ride a bike or other transportation. They're working

on that one. The same thing goes at the Sonoma County end, where the train stops about a mile from our airport. They do provide a shuttle. Also, they have a parking issue that is being worked on and is revised every 5 years.

Matt covered the ways to pay to ride through Fare Payment Apps. They are also trying out a pilot program where youth (under 18) and seniors (over 65) ride free. The program runs from 4/2/24 – 6/30/25. To find out the train schedules, log onto www.sonomamarintrain.org/schedules-fares.



Their “Vision” is Smarter transportation for a smarter tomorrow. Their “Mission” is to connect communities, i.e. Windsor, Healdsburg, Cloverdale, and eventually Sacramento. Their “Values’ ARE Safety, Integrity, Stewardship, and Continuous Improvement. They are always looking for more opportunities to serve.

Matt’s parting words to us were: “Be Alert and Aware Near Tracks and Trains”, and never stop your car on the tracks.

President **Beach** thanked Matt for his talk. I say, if you haven’t ridden the SMART train, you should try it just for the different scenery. It takes you through unfamiliar territory.



ADJOURNMENT:

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

UPCOMING PROGRAM

- 2-8-24 – Hearthstone Village, Jen Dalton
- 2-15-24 – SRPD Fraud Detail
- 2-24-24 - CRAB FEED

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

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