ROTARY CLUB OF SANTA CRUZ OFFICERS 2019 - 2020

President	Ross Condit
Secretary	lan Mackenzie
Treasurer	lan Mackenzie
Sergeant-at-Arms Kassey H	inchman & Arthur Schwartz
President-Elect	Bob Bosso
Program Coordinator	Bob Bosso

DIRECTORS

SENIOR DIRECTORS

Tom Castillo	Cristian Gonzalez – 1st Qtr. Programs
John Dickinson	Gary Reece – 2nd Qtr. Programs
Debbie McCarroll	Michele Costa – 3rd Qtr. Programs
Kris Munro	Masi Bayless – 4th Qtr. Programs

JUNIOR DIRECTORS

CLUB SERVICE - Tom Castillo

Attendance Jeanette Pagliaro & Tana Widdows	
BulletinC. Gonzalez, G. Zuanich, J. Pagliaro, T. Castillo	
Classificationlan Mackenzie	
Club DrawingAlliah Sheta	
Detective Tom Canfield	
Historian Marv Jensen	
Invocations Molly Parks	
Membership BackgroundWally Dale	
Membership Development Ross Condit	
Red Badge AdvisorAleene Althouse	
MusicMichael Harrison	
Photographer Donna Maurillo	
Public Relations Jill Stone & Alliah Sheta	
Rotary Information Stephen Karon & Gary Reece	
We Care	
Web MasterPeter Huemer	
Song Master Jan Derecho	
Fellowship/Greeter Jill Stone	
CDECIAL EVENTS	

SPECIAL EVENTS

Club Barbecue	John Burroughs
Fundraiser	Bob Bosso
Holiday Program	Gary Reece

ROTARY CLUB OF SANTA CRUZ COMMUNITY FUND

President	Wes Walker
Secretary/Treasurer .	lan Mackenzie

Rotary Connects the World

www.santacruzrotary.com

COMMUNITY SERVICE - Debbie McCarroll

Benevolence and Grants	Fred Gawlick
Community Project	
Senior Citizens	
RotaCare	Larry Fogelquist
Salvation Army Bell Ringers	Sam Bishop
Parklet Project Manager Sid	Slatter & Jim Weisenstein
Beach Clean Up	Donna Maurillo
Avenue of Flags	
R.Y.L.A	Molly Parks
Interact	Molly Parks & Kris Munro
Rotaract	Peter Cook
Speech ContestPeter Dean, Tana	Widdows & Deval Thaker
Youth Exchange	Aleene Althouse
Club Youth Service Chair	
Club Youth Protection Officer	Jeanette Pagliaro

VOCATIONAL SERVICE - Kris Munro

Club Directory	lan Mackenzie
Career Planning	Kris Munro
Magazine	Kris Munro
Academic Scholarships	Richard Beach
Vocational Scholarships	Michael Harrison

INTERNATIONAL SERVICE - John Dickinson

World Community Service	John Dickinson
Rotary Foundation	Annie Asche
Sister City Coordinator	Bill Schuette

ROTARY CLUB OF SANTA CRUZ ENDOWMENT

Chairman	Linda Burroughs
Secretary	Donna Maurillo
Treasurer	lan Mackenzie

ROTARY INTERNATIONAL OFFICERS 2019 - 2020

President	. Mark Daniel Maloney
District Governor 5170	Ramesh Hariharan
International Convention	Honolulu, Hawaii
Assistant Governor, Area 7	Karen McNamara

CLUBS OF SANTA CRUZ COUNTY

Scotts Valley	··Four Points by Sheraton ······ Mondays 12:15 PM
Santa Cruz Sunrise…	Back Nine Grill & Bar Tuesdays 7:15 AM
	···SC Fair Grounds ······Tuesdays 12:15 PM
San Lorenzo Valley ··	Cosa Nostra RestaurantWednesdays 7:15 AM Ben Lomond
Watsonville	·· Elks Club ··············Wednesdays 12:15 PM
Capitola / Aptos ·····	· Seascape Golf Club ······Thursdays 12:15 PM

ROTARY CLUB OF SANTA CRUZ



P.O. Box 497 – Santa Cruz, CA 95061 Meets Friday at 12:15 p.m. The Elks Lodge – 150 Jewel Street

Rotary Connects the World



President - Ross Condit

Editor - Galaham Zuanich

October 25, 2019

Todays Program

Top 2020 Social Media Trends — What You Need to Know to Grow Your Business

Karen Kefauver



Are you using social media effectively for your business? If not, you're missing out on leads, potential sales and customer service opportunities. Get a head start on your 2020 social media marketing by learning key trends and how to leverage them.

Programs - Gary Reece

Invocation - Bob Bosso

Detective - Jim Bargetto

Quote of the day: "I got to go to the louvre." Tom "number two" Parker.

Invocation: Linda "the great" Burroughs challenged us to be great because we have a responsibility to make others great. Our greatness inspires others to be great. Now we understand what makes John so great.

Raffle: Chris "paranormal" Murphy knows how to make a first impression. He offered a pair of tickets to the varsity club of the Warriors basketball team as the raffle prize. The prize was won by a guest. It was the guest's first visit. The guest is considering joining our club. Coincidence, we think not!

Announcements: November 11th is Flag Day. Our Rotary club members have been raising and lowering the Flags for a variety of remembrance days. Your editor has been involved in these special projects. It is hard to describe the feeling of service and unity among friends and the strangers whose life's served to defend our freedoms. This is a family friendly event that propels the idea that together, as one nation, we can achieve great things. Please see Jeanette "patriot" Pagliaro for details. Also announced was Jan "straight" Derecho's Paul Harris times 2. That's straight up good! Finally, Donna "italiana" Maurillo shared beautiful calendars that featured the artwork of Ed Penniman and penned by Donna

herself. They were truly wonderful gifts for our membership.

New Member: Joe "air" McNair accepted his red badge and all the requisite desk material for membership. Joe spends his free time drinking pina coladas and getting caught in the rain. He is not into yoga and he has half a brain. He likes the feel of the ocean and he's into champagne. Grab Joe and say hello!



Detective: Chris "I got ice in my veins" Murphy felt the pressure of delivering the detective report so he diverted attention from himself and asked our members what they were feeling happy about. Kris "front row" Munro was happy about the support of volunteer Rotarians for the Bite of Reality program that teaches high school seniors about budgeting. One Rotarian, Aleene "blue steel" Althouse, was grumpy she was charged 16k by PG&E. Turns out the uber wattage

blow dryer isn't so energy efficient. Chris got back on track by catching Janet "bolt" Krassow before she left early. Then he questioned Jim "peach" Zenner about his early mustache start for Movember. We know it's for charity but Jim is a competitive fellow. He then fined lan "talking to you" Mackenzie for not relieving Mary Rose from bartending duties at our recent social at the Burroughs residence. Nor did Ian bother bringing her dinner. Ian who knows his wife well. was confident that she was in her happy place because she enjoys drinking her meals.



Program: Erik Uden is an exchange student who took a 25 hour flight to be here from Germany. Erik hails from the northern most town in Germany literally called "north". He was born on an island no bigger than seven miles. Erik is no older than 16 but has already written a variety of artificial intelligence programs, a program to control a robot

with his mind, and he has built a fully autonomous vehicle that can spin in place. Erik won a lottery to be here and then promptly was invited to a birthday party for the founder of Adobe and met the president of Stanford's Nano technology lab. He later got to use the lab to run some of his programs. Later, while hanging out in the basement of his buddy's parents' house, he built a robot and a fusion reactor with spare parts. Wes invited Erik to stay with him so that Erik could build a DeLorean time travel machine so that Wes could go back to a time he still had hair.

CLUB CALENDAR

Member Birthdays:

None in October

Club Anniversaries:

10/19 Michael Harrison7 years10/22 Larry Fogelquist8 years10/29 Traci Bliss4 years

Wedding Anniversaries:

10/16 Steve Spragens Carol 14 years 10/20 John Dickinson Nancy Van Natta 29 10/20 William Schuette Cindy 46 years 10/24 Daniel Seftel Lucienne 64 years

Next week's meeting 11/01/2019:

District Governor Ramesh Hariharan

Detective Tom Castillo Raffle Michael Hughett Invocation Keith McKenzie