ROTARY CLUB OF SANTA CRUZ OFFICERS 2014 - 2015

Donna Maurillo
lan Mackenzie
lan Mackenzie
Larry Fogelquist
Jim Weisenstein
Jim Weisenstein

DIRECTORS

SENIOR DIRECTORS	JUIOR DIRECTORS
Martin Bernal	Blaine Brokaw – 1st Qtr. Programs
Larry Wallerstein	Larry Fogelquist – 2nd Qtr. Programs
Janet Gluch	Colleen Harrison – 3rd Qtr. Programs
Karen Beeson	Heather Stiles – 4th Qtr. Programs

Junior Directors - Elect 2015 - 2016

Bob Bosso, Elizabeth Clifton, Michael Harrison and Cynthia Kilian

CLUB SERVICE - Martin Bernal

Attendance Tom Parker
Bulletin S. Caiocca, R. Condit, G. Zuanich, E. Dybdahl
Classification lan Mackenzie
Club DrawingPeter Huemer
Detective Hank Olson
Historian Marv Jensen
Invocations Jeanette Pagliaro
Membership BackgroundWally Dale
Membership Development Russ Hobbs
Red Badge Advisor Russ Hobbs
Music Michael Harrison
Photographer Bryan Williams
Public RelationsDonna Maurillo & Tom Honig
Rotary Information J. Zenner, S. Bishop, G. Turgeon
We Care Jeanette Pagliaro
Web Master lan Mackenzie
Song Master Jan Derecho
Fellowship / Greeter Peter Cook

SPECIAL EVENTS

Club Barbecue	Sid Slatter & Wes Walker
Fundraiser	Jim Weisenstein
Holiday Program	Larry Fogelquist
Rotary Potluck	lan Mackenzie

Light Up Rotary www.santacruzrotary.com

COMMUNITY SERVICE - Larry Wallerstein

Benevolence and Grants	Aleene Althouse
Community Project	Fred Gawlick & Larry Wallerstein
Second Harvest Food Bank	Sharon Caiocca
Senior Citizens	Jeanette Pagliaro
RotaCare	John Mahaney
Salvation Army Bell Ringers	Tom Reese
New Generations - Bosso	Clifton M Harrison & Kilian

New Generations - Bosso, Clifton, M. Harrison & Kilian

Youth Activities / Boy & Girl Scouts	Grant Dow
R.Y.L.A	Larry Fogelquist
Interact	Larry Fogelquist
Rotaract	Elizabeth Clifton
Speech Contest	Bob Bosso & Wally Dale
Club Youth Service Chair	Elizabeth Clifton
Club Youth Protection Officer	Jeanette Pagliaro

VOCATIONAL SERVICE - Janet Gluch

Club Directory	lan Mackenzie
Career Planning	Kim Adamson
Magazine	Janet Gluch
Academic Scholarships	Dan Aldrich
Vocational Scholarships	. Michael Harrison

INTERNATIONAL SERVICE - Karen Beeson

ner	World Community Service	Karen Beeson
son	Rotary Foundation	Janet Krassow
sen	Sister City Coordinator	Bill Schuette
aro	Ambassadorial Scholarship	Stephen Karon

ROTARY CLUB OF SANTA CRUZ ENDOWMENT

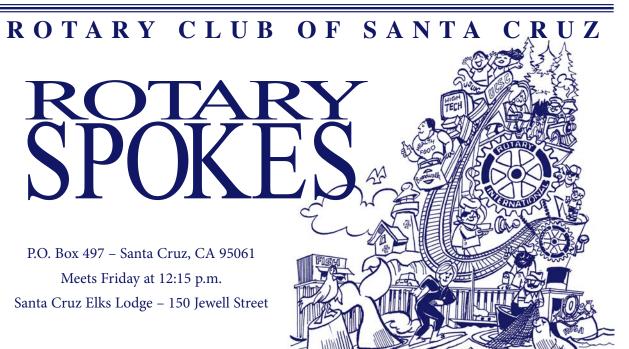
JS	²⁵ Chairman Linda B	Burroughs
SC	⁹⁵ SecretaryVa	al Macken
n	n Treasurer lan N	lackenzie
ns	ROTARY CLUB OF SANTA CRUZ FOUNDATIO	N
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ROTARY INTERNATIONAL OFFICERS 2014 - 2015

e	President	Gary C.K. Haung
С	District Governor 5170	Ed Jellen
k	International Convention	Sao Paulo, Brazil
	Assistant Governor, Area 7	Cheryl Rebottaro

CLUBS OF SANTA CRUZ COUNTY

Scotts Valley Bruno's BBQ Mondays 12:15 PM
Santa Cruz Sunrise De Lavega Golf Club Tuesdays 7:15 AM
Freedom Valley Heights Tuesdays 12:15 AM
San Lorenzo Valley Mt. Hermon Con. Ctr Wednesdays 7:15 AM
WatsonvilleElks Club Wednesdays 12:15 PM
Capitola / Aptos Seascape Golf ClubThursdays 12:15 PM



Light Up Rotary

President - Donna Maurillo

Editor - Sharon Caiocca

August 1, 2014 Dr. Mark Carr

Dr. Carr is a professor of Physical and Biological Sciences at Long Marine Lab. He Operates the Raimondi-Carr Lab along with his colleague Dr. Pete Raimondi. The RC lab studies aspects of basic and applied ecology and evolutionary biology of coastal ecosystems. Their research spans the land-sea interface, and includes freshwater systems, estuaries, the rocky intertidal, and subtidal reefs. They aim to understand processes that influence behavior, distribution, and interactions of populations and communities of fishes, invertebrates and algae that constitute these ecosystems. Their goal is to advance understanding of these systems and to inform coastal policy and management.

Programs - Blaine Brokaw

Invocation: Stephen Karon

Detective: Blaine Brokaw

Weekly Message from President Donna:

Dear Rotarians,

Four weeks in, and I'm already testing out Jim Weisenstein as my "vacation replacement." Try to go easy on him. He's just a novice. We don't want to scare him out of next year's presidency.

I'm visiting my Mom this week, and she sends her regards. She also reminds you to contribute classroom supplies for teachers so we can present them to District Governor Ed Jellen when he visits next week. And do plan to attend. A "full house" shows respect for the Governor, and it tells him that you support your president. (You do support your president, right? Right??)

President Donna

Meeting:

Galaham Zuanich gave the invocation, a "Prayer for Peace" so appropriate for what is happening in our world today. President Donna welcomed back Mike Allard who has not been to a meeting in a while.

Cynthia Kilian led us in the welcome song with Sam Bishop and Michael Harrison providing our music.

Jack Ritchie won the raffle prize which was donated by Linda Burroughs. The basket contained a bottle of wine and a beautiful piece of Annie Glass.

Announcements:

President Donna requested that everyone come to our next meeting where we will

host the District Governor, Ed Jellen. It is a sign of respect to attend the meeting and listen to the District Governor's message for the year. She also requested that Board Members come early to the meeting because they will be meeting separately with DG Jellen to discuss projects for the upcoming year.

President Donna also announced that she visited John Brokaw in the hospital and that he is doing very well and is in good spirits. He sent his regards to everyone and is looking forward to coming back to see his buds in Rotary.

It was announced that Bill Bagnall's wife, Louise passed away and to please keep his family in your thoughts and prayers.

Our speaker was Dick Wilson who is the former City Manager of the City of Santa Cruz. Dick spoke about what he has been doing during the past couple of years which is to write a book about Public Administration. He sent his book to a couple of well known people in this field and one of them, Mary Hamilton from the University of Nebraska told him that "it is the best book I've ever read in the field (public administration)". However she indicated that there is a very small minority of people who share his views discussed in the book but she said that she wanted to promote the book on her own which she is currently doing.

Dick decided to discuss the history of institutional government. He said that after the 1800s every employee in government was either a relative or a friend of an elected official in office. Over time as there was a need for more government, there weren't enough relatives or friends to fill the jobs. So in 1850 it was agreed that government needed employees who tenure didn't come and go with who was in office and "Civil Service" was born. He indicated that our Civil Service model is now the best in the world.

In the private sector things were quite different. Peter Drucker the authority on Management tells a story about Henry Ford. He states that in 1905 Henry Ford created Ford Company out of nothing. He created the most successful company in history but everything was done exactly the way Henry Ford wanted it done. If you didn't do it his way, you were gone. But by 1927 the company was almost in bankruptcy with no profits. In 1944 Henry Ford's grandson staged a coup and ousted his grandfather. He brought in professionals in their field to run the company. Drucker states that every company comes to a point where you need professionals to make it successful.

Dick went on to say that elected officials at the Federal and State level are the Henry Fords of government. They have no authority to get anything done on their own.

Dick said that the City Manager form of government was a complete accident. However 3,000 cities now have this form of government. If the City Manager decides that a particular function is needed or is no longer needed, they just do it. If it is a big item or process that needs to happen then they do it through the budget process and it happens unless the City Council says "no".

Dick said that in 2007 the organization of the City of Santa Cruz was completely

restructured. He reiterated that Management gets to act unless the political authorities say "no". At the Federal and State level this doesn't, or can't happen and that is why things don't get done!

Dick said that his next book is called "How to Think About Politics". A member from the audience asked "is there any sex in it". Laughter was heard from everyone and that concluded Dick's program.

Upcoming Programs:

Aug 8 - District Governor, Ed Jellen
Aug 15 – Bill Tysseling – Future of Santa
Cruz and the World
Aug 22 – Karla DeLong - Beekeeping
Aug 29 – Jon Sisk, Ken Whiting and Rod
Claiborne – Conquering the Iron
Man Triathalon

Member Birthdays:

Aug 5 – Dan Aldrich Aug 9 – Michael Harrison Aug 10 – Randy Krassow

Wedding Anniversaries:

Aug 11 – Keith McKenzie	58
Aug 12 - Lane Lawson	30
Aug 13 – John Huffman	47

Club Anniversaries:

Aug 3 -	Dick Wilson	35
Aug 4 -	Phil Allegri	22
Aug 6 -	Rod Seigle	18
Aug 9 -	Nick Wycoff	29
Aug 10 -	- Burt Rees	13

Reminder: The District Governor, Ed Jellen has requested all clubs to collect teaching supplies for our local schools which will be presented at our August 8th meeting. If you can't shop, just write a check to SC Rotary Club and we'll shop.