

ROTARY CLUB OF SANTA CRUZ OFFICERS 2013- 2014

President.....Frank Minuti
SecretaryIan Mackenzie
TreasurerIan Mackenzie
Sergeant-at-Arms Larry Fogelquist
President-ElectDonna Maurillo
Program CoordinatorDonna Maurillo

DIRECTORS

SENIOR DIRECTORS **JUNIOR DIRECTORS**
Wes Walker Karen Beeson – 1st Qtr. Programs
Fred Gawlick Janet Gluch – 2nd Qtr. Programs
Soosan Rigi Martin Bernal – 3rd Qtr. Programs
Lane Lawson Larry Wallerstein – 4th Qtr. Programs

Junior Directors - Elect 2014 - 2015

Larry Fogelquist, Colleen Harrison,
Heather Stiles and Bryan Williams

CLUB SERVICE - Wes Walker

Attendance Peter Cook
BulletinB. Brokaw, J. Weisenstein, T. Kontz, P. Prindle
Classification Bill Bagnall
Club Drawing Heather Stiles
Detective Erik Dybdahl
Historian Marv Jensen
Invocations Jane McKenzie
Membership Background Wally Dale
Membership DevelopmentAleene Althouse
Red Badge Advisor..... Russ Hobbs
Music..... Don Munro
Photographer Donna Maurillo
Public Relations.....D. Maurillo, T. Honig, B. Williams
Rotary Information J. Zenner, S. Bishop, G. Turgeon
We Care..... Jeanette Pagliaro
Web Master..... Ian Mackenzie
Song Master Cynthia Kilian
Fellowship / Greeter Colleen Mulholand

SPECIAL EVENTS

Club Barbecue.....Phil Allegri
Fundraiser Donna Maurillo
Holiday Program..... Jan Derecho
Mystery Trip Mystery Rotarian

Engage Rotary Change Lives
www.santacruzrotary.com

COMMUNITY SERVICE - Fred Gawlick

Benevolence and Grants..... Aleene Althouse
Community ProjectFred Gawlick
Second Harvest Food Bank..... Angelo DeBernardo/Peter Huemer
Senior Citizens..... Jeanette Pagliaro
RotaCare John Mahaney
Salvation Army Bell Ringers Tom Reese

New Generations - Fogelquist, Mulholand, Stiles & Williams

Youth Activities / Boy & Girl Scouts..... Aleene Althouse
R.Y.L.A..... Larry Fogelquist/Colleen Mulholand
Interact..... Larry Fogelquist/Colleen Mulholand
Rotaract Elizabeth Clifton
Speech Contest.....Elizabeth Clifton/Jeanette Pagliaro
Club Youth Service Chair Elizabeth Clifton
Club Youth Protection Officer..... Jeanette Pagliaro

VOCATIONAL SERVICE - Soosan Rigi

Club Directory Ian Mackenzie
Career Planning Bob Ciapponi Kevin Dempsey
Magazine Grant Dow
Academic Scholarships Dan Aldrich
Vocational Scholarships..... Michael Harrison

INTERNATIONAL SERVICE - Lane Lawson

World Community Service.....Sharon Caiocca
Rotary Foundation..... Tom Foster
Sister City Coordinator Bill Schuette
Ambassadorial Scholarship Stephen Karon

ROTARY CLUB OF SANTA CRUZ ENDOWMENT

Chairman Linda Burroughs
Secretary.....Val Macken
Treasurer Ian Mackenzie

ROTARY CLUB OF SANTA CRUZ FOUNDATION

President Janet Krassow
Secretary/Treasurer Ian Mackenzie

ROTARY INTERNATIONAL OFFICERS 2012 - 2013

President.....Ron D. Burton
District Governor 5170 Angie Hassler
International Convention..... Sydney, Australia
Assistant Governor, Area 7 Jon Winston

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 ValleyMt. Hermon Con. Ctr. Wednesdays 7:15 AM
WatsonvilleElks Club Wednesdays 12:15 PM
Capitola / Aptos Seascape Golf ClubThursdays 12:15 PM

ROTARY CLUB OF SANTA CRUZ

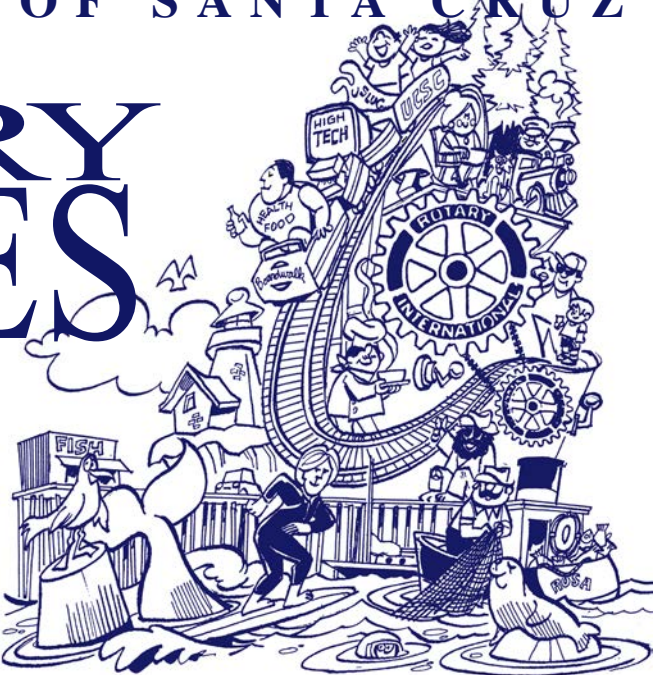
ROTARY
SPOKES

P.O. Box 497 – Santa Cruz, CA 95061

Meets Friday at 12:15 p.m.

Santa Cruz Elks Lodge – 150 Jewell Street

Engage Rotary Change Lives



President - Frank Minuti

Editor - Peter Prindle

March 14, 2014

TODAY'S PROGRAM

Marcus Pimental, City Finance Director

Learn how Santa Cruz city shapes up in their finances and budget status directly from a local who attended Watsonville High, Cabrillo and Santa Clara University. He background includes 18 years with the city of Watsonville, Monterey and Capitola. He is active on various boards throughout Santa Cruz County.

Programs - Martin Bernal

Invocation: Curtis Froid

Detective: Tom Parker

Detective Schedule

March 21 Dan Aldrich

March 28 Steve Karon

Upcoming Programs

March 21 Rotary Guatemala Project

March 28 Juliana Rebagliati SC Plan

Invocation Schedule

March 21 Carol Lezin

March 28 Jeanette Pagliaro

Club Raffle

March 14 Carol Lezin

March 21 Eric Dybdahl

Member Birthdays

March 13 Tom Canfield

March 14 Duf Fischer

March 21 Dan Seftel

March 22 Sam Bishop

March 25 Erik Dybdahl

Club Anniversaries

March 11 Blaine Brokaw (26)

March 13 Carol Lezin (6)

March 15 Michelle Anderson (10)

March 16 Cynthia Kilian (4)

March 16 Matt Shelton (7)

Wedding Anniversaries

March 17 Val and John Macken (24)

March 21 Linda and John Burroughs (21)

March 22 Tom and Xochitl Canfield (17)

Last Week's Meeting

The Elk's Club arena was packed. A long line of Rotarians and guests were waiting to find their seats, as they went through Larry Fogelquist's security check. Pregame it was

a Warriors crowd. By the time I got to my seat it looked like I was attending an estate planning meeting for I was surrounded by an insurance advisor, legal opinion experts and a memorial advisor, as Aleene Althouse, Thornton Kontz, Bob Bosso and Janet Krassow were my tablemates. Thank God Linda Burroughs was playing comforting Beatles tunes. By the time Carol Lezin offered her thoughtful invocation we were well into the first quarter.

Point guard Burt Rees launched a midcourt shot that took up most of the first quarter getting to the basket with a lengthy reflection on 1959, the year UC Berkeley beat West Virginia in the NCAA basketball title game. His tale rattled the basket before finally falling in when he told our Speaker, Jerry West, that he would pony up a dollar a point that CAL scored that night which amounted to \$71. Jerry then had an easy layup offering to pay \$73 so West Virginia could finally beat CAL in fund raising. Burt had more shots to take but no one would throw him the ball again.

JW started the 2nd quarter with a full court press of information.

He looked like he could still walk out on the court and beat any Rotarian in the room, except of course Dan Aldrich. His 1st shot was about the D league and how great it was that Santa Cruz had embraced the Warriors, that community kids were involved and that local high schools and colleges used the arena. This Scandinavian designed arena exceeded costs, but Santa Cruz is the league leader in attendance and revenue. Some teams only have 50-75 fans for a home game. A top shelf D league player makes about \$35000. The NBA Warriors can only protect 3 D league players from being taken by another team. Moving on to the European leagues, Spain has produced the best players. They are well paid with car, housing and tax perks. Yugoslavia used to produce the best players from their basketball schools, where the average height was 6'6". Israel now has the most rabid fans.

Comfortably ahead by the start of the third quarter he dribbled around personal topics. Growing up he lived in a town of 500 and was a shy, small town boy, so he went to nearby West Virginia for college. "My Rome 1960 Olympic gold medal was my

biggest thrill. I had the best college players as teammates." He took a few shots at his past and grew melancholy as he reminisced about his abusive father. It made him stronger as a person, because he vowed to never be like his father. He choked up when he thought about his religious brother who died flying in the Korean War and never got to see him play basketball. "When I was on the court I hated everybody, but off the court I believed in being humble." His eyes moistened as he reflected on some personal notes he had sent to kids that brought hope and meaning into their lives. "It's not about taking, but about giving back that is important. Here I am a 75-year-old man doing what I want to be doing. I love my job, can't image myself retired. I will go to my grave before I retire. I like the fact that I can be me being me and get paid for it." His shot making was on the mark for 3 quarters but his 4th quarter never started as CEO/GM/Coach Frank called him back to the bench after 45 minutes, as he walked off the court to a standing ovation. That day there may have been taller players in the arena, but none stood taller than Jerry.