

ROTARY CLUB OF SANTA CRUZ OFFICERS 2018 - 2019

President..... Wes Walker
 Secretary Ian Mackenzie
 Treasurer Ian Mackenzie
 Sergeant-at-Arms Michael Hughett & Tana Widdows
 President-Elect Ross Condit
 Program Coordinator Ross Condit

DIRECTORS

SENIOR DIRECTORS

JUNIOR DIRECTORS

Peter Dean Tom Castillo – 1st Qtr. Programs
 Chris Murphy John Dickinson – 2nd Qtr. Programs
 Jeanette Pagliaro Kris Munro – 3rd Qtr. Programs
 Jill StoneDebbie McCarroll – 4th Qtr. Programs

CLUB SERVICE - Jill Stone

Attendance Jeanette Pagliaro
 Bulletin T. Castillo, C. Gonzalez, J. Dickinson, B. Brokaw
 Classification Ian Mackenzie
 Club Drawing Masi Bayless
 Detective Sid Slatter
 Historian Marv Jensen
 Invocations Ben Jonas
 Membership Background Wally Dale
 Membership Development Aleene Althouse
 Red Badge Advisor.....Aleene Althouse
 Music..... Michael Harrison
 Photographer Donna Maurillo
 Public Relations..... Jill Stone
 Rotary Information Stephen Karon & Gary Reece
 We Care Jeanette Pagliaro
 Web Master..... Peter Huemer
 Song Master Jan Derecho
 Fellowship/Greeter Jill Stone & Chris Murphy

SPECIAL EVENTS

Club BarbecueSid Slatter & Wes Walker
 Fundraiser Ross Condit
 Holiday Program..... Stoney Brook

ROTARY CLUB OF SANTA CRUZ COMMUNITY FUND

President Annie Asche
 Secretary/Treasurer Ian Mackenzie

Be the Inspiration
www.santacruzrotary.com

COMMUNITY SERVICE - Jeanette Pagliaro

Benevolence and Grants..... Fred Gawlick
 Community Project Jeanette Pagliaro
 Senior Citizens..... Jeanette Pagliaro
 RotaCare Larry Fogelquist
 Salvation Army Bell Ringers Sam Bishop
 Parklet Project Manager Sid Slatter
 Beach Clean Up.....Donna Maurillo
 R.Y.L.A..... Molly Parks
 Interact..... Molly Parks & Kris Munro
 Rotaract Peter Cook
 Speech Contest..... B. Bosso, H. Stiles & A. Schwartz
 Youth Exchange Maurice Carillo, Aleene Althouse
 Club Youth Service Chair Elizabeth Clifton-Doolin
 Club Youth Protection Officer..... Jeanette Pagliaro

VOCATIONAL SERVICE - Peter Dean

Club Directory Ian Mackenzie
 Career Planning Peter Dean
 Magazine Peter Dean
 Academic Scholarships Richard Beach
 Vocational Scholarships..... Michael Harrison

INTERNATIONAL SERVICE - Chris Murphy

World Community Service..... Chris Murphy
 Rotary Foundation..... Sid Slatter
 Sister City Coordinator Bill Schuette

ROTARY CLUB OF SANTA CRUZ ENDOWMENT

Chairman Linda Burroughs
 Secretary.....Donna Maurillo
 Treasurer Ian Mackenzie

ROTARY INTERNATIONAL OFFICERS 2018 - 2019

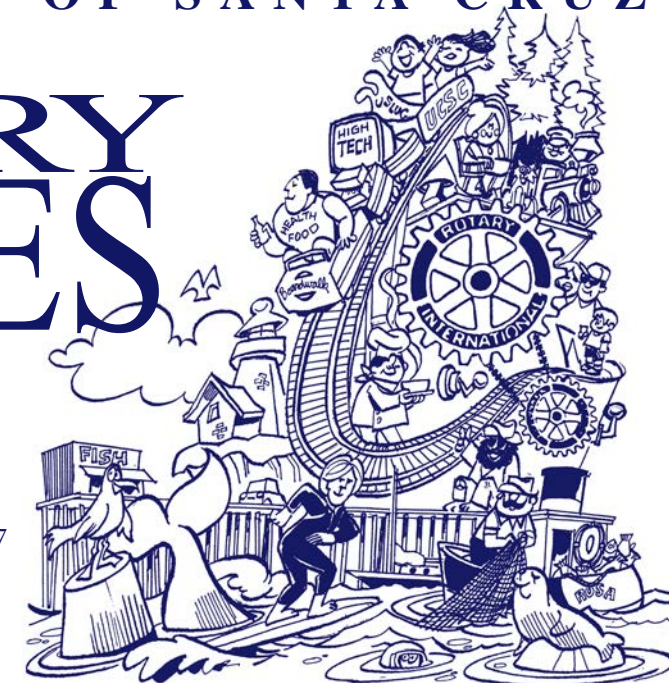
President..... Barry Rassin
 District Governor 5170 Timothy Lundell
 International Convention..... Hamburg, Germany
 Assistant Governor, Area 7 Karen McNamara

CLUBS OF SANTA CRUZ COUNTY

Scotts Valley..... Scotts Valley Hilton Mondays 12:15 PM
 Santa Cruz Sunrise... Back Nine Grill & Bar Tuesdays 7:15 AM
 Freedom..... Valley Heights..... Tuesdays 12:15 PM
 San Lorenzo Valley....Cosa Nostra Restaurant....Wednesdays 7:15 AM
 Watsonville..... Elks Club.....Wednesdays 12:15 PM
 Capitola / Aptos Seascape Golf Club..... Thursdays 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.

The Back Nine Grill & Bar – 555 Highway 17

Be The Inspiration

President - Wes Walker

August 31, 2018

Today's Program

**Chairman of the Board – Driscoll's
 Miles Reiter**



Miles Reiter is a fourth generation California berry farmer. He has carried on the family tradition of bringing innovation and growth to the production and marketing of fresh berries. Miles joined the family's farming operation, a significant participant in Driscoll's, immediately after graduating from Princeton University. A few years later, he launched the family's raspberry and blackberry breeding and development effort. In 1988 he became Chairman of Driscoll's, a position he still holds today.

Programs - Tom Castillo

Invocation - Stoney Brook

Detective - Aleene Althouse

Editor - Tom Castillo

Announcements

Club BBQ will be 10/19.

Save the Date

09/19 - Rotary Social hosted by John & Linda Burroughs.

RSVP by 9/17 jmstone929@gmail.com

10/09 – Fall Rotary Social at Kaiser Permanente Arena (County Wide)

Last Week's Highlights

Invocation: Cristian Gonzalez reminded us that a wise man takes into account the thoughts of many other men and women rather than parroting the thoughts of just a few.

Raffle Winner: Burt Rees keeps on winning. Three times in this year already, and members are beginning to wonder aloud if the fix is in. Big thanks to Jan Derecho!



Last Week's Highlights (continued)

Detective: Stoney Brook had a fantastic detective report where he praised fellow Rotarians for their good deeds. He passed around a Purple Heart that was recovered by Ken Morse. Tracy Bliss received an ROTC medal from her Alma Mater, Stanford, and Michael Hewitt received his deputy badge... In exchange for a kiss!

Last Week's Program – Marc Randolph: Co-Founder & Founding CEO of Netflix

Marc Randolph gave a one-of-a-kind story into the origins of internet giant, Netflix. It all started when he was *fired*. But not the *sad* kind of fired, the Silicon Valley kind of fired where you're asked to stay at work for six months with nothing to do.

Marc used that time, along with the white board in his office and his internet connection, to vet ideas to create a new startup.



Last Week's Program – Marc Randolph: Co-Founder & Founding CEO of Netflix (continued)

He and his colleague, Reed Hastings, would carpool from Santa Cruz to Sunnyvale and bounce ideas off each other. At one point, they considered VHS by mail, but quickly trashed that idea. VHS tapes were too heavy, too delicate, and too bulky to send by mail. Later, the introduction of DVDs made them re-think the idea.

They sent a used CD purchased from Logos to Reed's house using an envelope. When it arrived at Reed's house the next day in good shape, they thought they may have something.

The early days weren't easy. On day one, the servers crashed, and at one point, the company was hemorrhaging money so badly they sought an acquisition by industry leader, Blockbuster, a company they would later put of business with their industry disrupting technology.



We celebrated President Walker's birthday too! It was a raucous party...

Future Programs

09/07 – Tom Squeri – President & CEO, Granite Rock Company

09/14 – Camp Opportunity

09/21 – Vocational Scholarships

Birthdays

08/30 – David Heald

08/31 – Max Wilson

Wedding Anniversaries

08/31 – Dick Wilson – Jill – **50**

08/31 – Dan Aldrich – Elaine – **50**

09/01 – Frank Minuti – Terry - 6

09/01 – Jim Courtright – Kassy – 26

09/05 – Jill Stone – Andrew – 9

09/06 – Peter Dean – Olga – 31

09/06 – Kevin Dempsey – Elise - **40**

Club Anniversaries

09/11 – Bruce Dunn – 37

Invocation

09/07 – Bob Ciapponi

09/14 – Dave Dreyfus

Detective

09/07 – Angelo DeBernardo

09/14 – Deval Thaker

Raffle

09/07 – Kris Munro

09/14 – Molly Parks

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