

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 Barbecue Sid 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

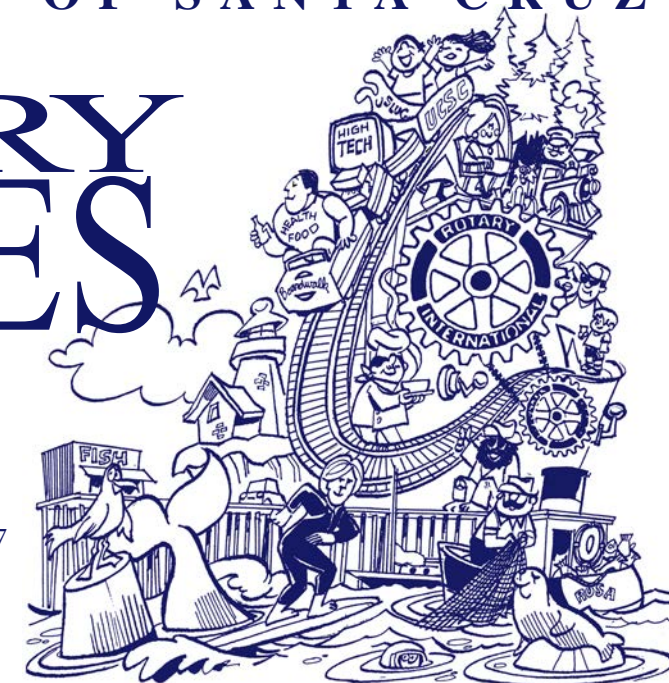
President..... Barry Rassin
District Governor 5170 Timothy Lundell
International Convention..... Hamburg, Germany
Assistant Governor, Area 7 Karen McNamara

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
Ben Lomond
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

Editor - Tom Castillo

September 7, 2018

Today's Program

President and CEO, Granite Rock Company

Tom Squeri



Tom Squeri serves as the President and CEO of Granite Rock Company "Granite Rock". Prior to that, he served as General Counsel to Granite Rock since joining the Company in 1998. He is a graduate of Santa Clara University and Santa Clara Law School, and has practiced in the field of construction law since 1985. In addition to his General Counsel role, Tom was responsible for leading the Company's resource development and environmental management teams, and served on the Company's Executive Committee.

Programs - Tom Castillo

Invocation - Bob Ciapponi

Detective - Angelo DeBernardo

Announcements

Board of Directors Meeting: September 12th at 5:30pm. The next meeting of the Board of Directors will be hosted by Chris and KJ Murphy at 3979 Winkle Avenue, Santa Cruz. Directors and guests wishing to attend are requested to contact the Secretary at 345-5182 or email ian@santacruzrotary.com

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: Stoney Brook reminded the club what Rotary is all about.

Raffle Winner: Linda Burroughs was the winner of a nice bottle of wine and a generous gift card to Stagnaro's courtesy of Fred Gawlick! Thanks Fred!



Last Week's Highlights (continued)

Detective: Aleene Althouse proved that pets don't always look like their owners – at least not our club's pet owners. She shared photos of fellow Rotarians' pets and the club had to guess who the heck they belonged to. Very difficult. I wasn't keeping score, but let's just say the club didn't have a great showing. The big takeaway: Aleene fosters cats which Ian eventually adopts.



Last Week's Program – Miles Reiter: Chairman of the Board, Driscoll's

People came from all over the Bay Area to see Mr. Miles Reiter speak about the story of Driscoll's. It was divulged that Mr. Reiter once had a crush on our very own Traci Bliss.

The story of Driscoll's was an interesting one. Mr. Reiter walked us through the challenges of berry farming and the evolution in packaging and production that took the company to the next level.

Last Week's Program – Miles Reiter: Chairman of the Board, Driscoll's (continued)



The challenge for Driscoll's worldwide distribution is to find climates that emulate those found in our own Monterey Bay. Because the climate is so rare, the company looks to find similar climates at different elevations and latitudes that will work for high quality berry farming. So far, Driscoll's grows in 23 countries and sells its berries in 65 countries. Driscoll's is well on its way to becoming the world's berry company, which is the company vision.

In addition, Mr. Reiter shared with us how Driscoll's clam-shell packaging changed retail. The "velocity" of berries in retail was greatly improved with stackable packaging, and this led to increased sales, turning the berry kiosks in retail grocery outlets to the most valuable piece of real estate in the produce section – maybe even the entire store.

Future Programs

09/14 – Camp Opportunity

09/21 – Vocational Scholarships

09/28 – Kara Guzman: State of the Sentinel

Birthdays

09/01 – Dave Dreyfus

09/02 – Traci Bliss

09/03 – Kevin Dempsey

Wedding Anniversaries

09/01 – Frank Minuti – Terry - 6

09/01 – Jim Courtright – Kassy – 26

09/05 – Jill Stone – Andrew – 9

09/06 – Peter Dean – Olga – 31

09/09 – Kevin Dempsey – Elise – 40

09/11 – Jim Weisenstein – Carol – 36

Club Anniversaries

09/11 – Bruce Dunn – 37

09/15 – John Peterson – 17

09/16 – John Dickinson – 2

09/16 – Dick Muir – 58

Invocation

09/14 – Dave Dreyfus

09/21 – Fred Gawlick

Detective

09/14 – Deval Thaker

09/21 – Donna Maurillo

Raffle

09/14 – Molly Parks

09/21 – Ben Jonas

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