

**ROTARY CLUB OF SANTA CRUZ OFFICERS 2020 - 2021**

President..... Bob Bosso  
 Secretary ..... Ian Mackenzie  
 Treasurer ..... Ian Mackenzie  
 Sergeant-at-Arms ..... Gary Reece  
 President-Elect ..... Jeanette Pagliaro  
 Program Coordinator ..... Jeanette Pagliaro

**DIRECTORS**

**SENIOR DIRECTORS**

**JUNIOR DIRECTORS**

Michele Costa ..... Deval Thaker – 1st Qtr. Programs  
 Gary Reece ..... John Burroughs – 2nd Qtr. Programs  
 Cristian Gonzalez ..... Kasey Hinchman – 3rd Qtr. Programs  
 Masi Bayless ..... Jill Stone – 4th Qtr. Programs

**CLUB SERVICE - Michele Costa**

Attendance ..... M. Bayless, S. Madsen, J. Gluch, J. Davis  
 Bulletin .....B. Brokaw, G. Zuaunich, S. Caiocca, S. Madsen  
 Classification ..... Ian Mackenzie  
 Club Drawing .....Heather Gorley  
 Detective ..... Chris Murphy  
 Historian ..... Marv Jensen  
 Invocations ..... Ceil Cirillo  
 Membership Background ..... Erik Dybdahl  
 Membership Development ..... Gary Reece  
 Red Badge Advisor..... Tom Castillo  
 Music..... Michael Harrison & Sam Bishop  
 Photographer ..... Donna Maurillo  
 Public Relations..... Jill Stone  
 Rotary Information ..... Stephen Karon & Gary Reece  
 We Care.....Janet Krassow  
 Web Master..... Peter Huemer  
 Song Master ..... Jan Derecho  
 Fellowship/Greeter ..... Jill Stone / Michele Costa

**SPECIAL EVENTS**

Club Barbecue .....John Burroughs  
 Fundraiser ..... Jeanette Pagliaro  
 Holiday Program..... John Burroughs

**ROTARY CLUB OF SANTA CRUZ COMMUNITY FUND**

President ..... Wes Walker  
 Secretary/Treasurer ..... Ian Mackenzie

**Rotary Opens Opportunities**

[www.santacruzrotary.com](http://www.santacruzrotary.com)

**COMMUNITY SERVICE - Masi Bayless**

Benevolence and Grants..... Fred Gawlick  
 Community Project ..... Masi Bayless  
 Senior Citizens..... Jeanette Pagliaro  
 RotaCare ..... Larry Fogelquist  
 Salvation Army Bell Ringers ..... Sam Bishop  
 Parklet Project Manager ..... Masi Bayless  
 Beach Clean Up..... Donna Maurillo  
 Avenues of Flags ..... Chris Murphy  
 R.Y.L.A..... Molly Parks  
 Interact..... Molly Parks & Kris Munro  
 Rotaract ..... Peter Cook  
 Speech Contest.....Peter Dean  
 Club Youth Service Chair.....Elizabeth Clifton-Doolin  
 Club Youth Protection Officer.....Aleene Althouse

**VOCATIONAL SERVICE - Cristian Gonzalez**

Club Directory ..... Ian Mackenzie  
 Career Planning ..... Cristian Gonzalez  
 Magazine ..... Cristian Gonzalez  
 Academic Scholarships ..... Richard Beach  
 Vocational Scholarships..... Michael Harrison

**INTERNATIONAL SERVICE - Gary Reece**

World Community Service..... Gary Reece  
 Rotary Foundation..... Annie Asche  
 Youth Exchange ..... David Terrazas  
 Sister City Coordinator ..... David Terrazas

**ROTARY CLUB OF SANTA CRUZ ENDOWMENT**

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

**ROTARY INTERNATIONAL OFFICERS 2020 - 2021**

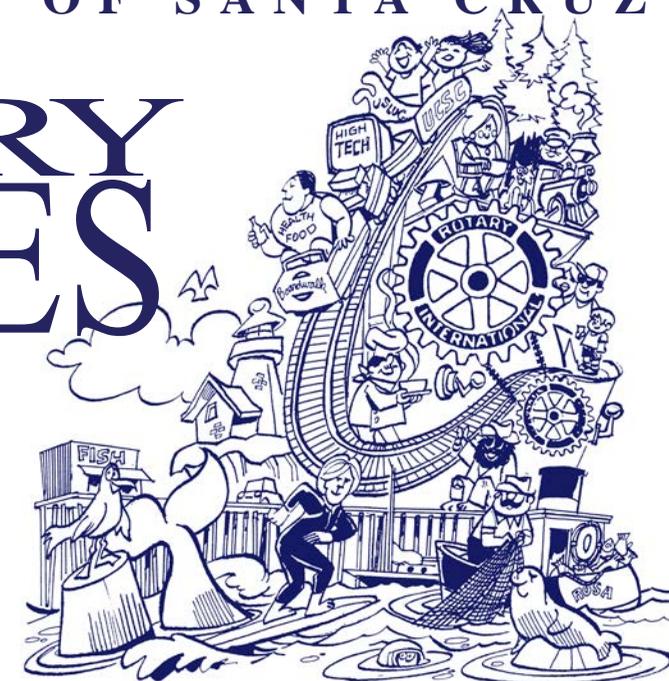
President..... Holger Knaack  
 District Governor 5170 ..... Gregg Giusiana  
 International Convention..... Taipei  
 Assistant Governor, Area 7 ..... Camilla Boolootian

**CLUBS OF SANTA CRUZ COUNTY**

Scotts Valley.....Four Points by Sheraton... Mondays 12:15 PM  
 Santa Cruz Sunrise...DeLavega Golf Coarse ..... Tuesdays 7:15 AM  
 Freedom ..... SC Fair Grounds .....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 Elks Lodge – 150 Jewel Street

**Rotary Opens Opportunities**

**February 5, 2021**

**President - Bob Bosso**

**Editor - Sharon Caiocca**

*Manu Koenig*

Manu Koenig serves as First District Supervisor for Santa Cruz County. The District includes Live Oak, Pleasure Point, Soquel Village, Happy Valley, Soquel San Jose Rd, and a large portion of the Summit area. Parts of the cities of Santa Cruz, Capitola and Santa Cruz are included as well. Manu was originally elected to the Board of Supervisors in 2020.

**Programs - Kasey Hinchman**

**Invocaton: Galaham Zuanich**

**Detective: Michael Harrison**

## Rotary Meeting

President Bob Bosso called the meeting to order and Sam Bishop played “America the Beautiful”.

## Invocation

Blaine Brokaw graciously filled in and gave the Invocation.

We had one visiting Rotarian, Cindy Schuette from the Scotts Valley Rotary Club. And, we had no guests this week.

## Announcements

President Elect, Jeanette Pagliaro said she attended the pre-PETS meeting via Zoom and was informed that her Rotary trip to Taiwan this year has been cancelled. So Bob Bosso didn't get to take his trip to Hawaii for PETS and she will not be going to Taiwan. 😞 But the following year, the convention is being held in Houston and looks like it's a green light for that trip. Yeeha!

## Detective Report

Fred Gawlick was our Detective and started us off with \$100 donation to our Club and \$500 to our Community Fund. Fred reported that the Community Fund has given over \$400,000 to charities in our community. He had several of our Club members speak about how our Rotary Club has helped the non-profits that they have been involved with.

Janet Krassow spoke about the Boys and Girls Club. Sam Bishop - Young at Heart Project.

Elizabeth Clifton-Doolin - CASA and the Siena House. Bob Bosso- Native Animal Rescue and Stoney Brook – Veterans Hall and various Veteran related projects. Stoney also mentioned that he lost his mother-in-law recently who was 98 years old and he donated \$100 to the Rotary Foundation in her memory.

There was a lot of detective \$\$ raised from all of the folks who talked about their projects.

## Program

Kacey Hinchman, our Program Chairman introduced our speaker Tom Lee who has 25 years of experience defending against cyber threats. Tom was the leader of the cyber defense teams protecting systems at the White House, ATF, Library of Congress, and the London 2012 Olympics. Tom has also advised the Chief of Naval Operations, Adm Richardson, and Vice Adm Jan Tighe, commander of the Tenth Fleet, on mission critical cyber strategy during the launch of the US Fleet Cyber Command. He currently works for Mattel, Inc..

Tom opened his discussion with what he called the standard security “sales pitch” which is Fear of Uncertainty and Doubt (FUD). He predicts that there is a 91%

chance that within a year there will be a cyber attack on our energy sector. 70% reported at least one breach in the last 12 months. 40% of all cyber attacks are targeting the energy sector and 78% expect a successful exploit of the ICS/SCADA systems within the next 2 years.

The digital world is colliding with the physical world. There are steps that need to be taken to protect ourselves.

1) Companies need to build a framework, in advance and be prepared. You need to know who you should call when you are under attack: IT, Tech vendors, lawyers, and/or law enforcement? Need to try and understand who is attacking you and why?

2) Security always involves a tradeoff of money, access to things (sites), etc.. You need to decide if the cost is worth the result.

3) The biggest risk of cyber breach is always “at the seams”. Where 2 systems connect and interact. Tom used an analogy of how secure an armored truck is and how secure a bank is where the armored truck will be unloading or picking up valuable cargo. That is where the vulnerability lies.

4) Understand the power of crowds which include crowd funding and crowd sources. This included reviews from Yelp,

Amazon, etc. Businesses need to have a plan on how to deal with crowd sourcing issues. Tom used the example of Mike Landell, CEO of “My Pillow” who was very successful until he posted falsehoods on Twitter and his account was banned. Then several of the companies selling his products removed them from their selves and is no longer affiliated with him. That's what crowd sourcing can do to a business so you need to have a plan on how to handle it if it happens.

CLUB CALENDAR	
<b>Member Birthdays:</b>	
02/07 Dale, Wally	
02/07 Dow, Allan	
02/08 Althouse, Aleene	
02/09 Dickinson, John	
<b>Member Anniversaries:</b>	
02/07 Olin, Brad	1 year
02/08 Costa, Michele	4 years
02/09 Gawlick, Fred	11 years
02/12 Fischer, Duf	50 years
<b>Wedding Anniversaries:</b>	
02/05 Wolfsen, Larry (Diane)	60 years
<b>Program Schedule:</b>	
02/12 Taylor Reinhold, Community Mural Project	
02/19 Rachel Fresco, Biobotanical	
02/26 Red Badge Speeches	