

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

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

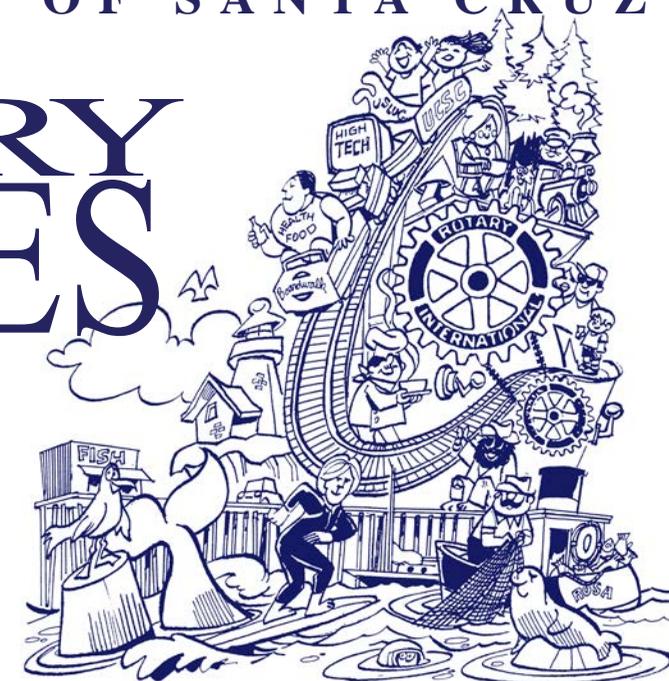
President..... Holger Knaack
 District Governor 5170 Gregg Giusiana
 International Convention..... Taipei
 Assistant Governor, Area 7 Camilla Boolootian

CLUBS OF SANTA CRUZ COUNTY

Scotts Valley..... Four Points by Sheraton... Mondays 12:15 PM
 Santa Cruz Sunrise... DeLavega Golf Course 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

March 12, 2021

President - Bob Bosso

Editor - Sharon Caiocca

Tobias Aguirre
CEO, Fishwise

Tobias serves on a number of advisory bodies and committees, including the Oceans and Seafood Markets Initiative's Advisory Committee, ISSF's Environmental Stakeholder Committee, FMI's Sustainable Seafood Leadership Committee, and Fair Trade USA's Fisheries Advisory Council. He is also a core leader of the Seafood Alliance for Legality and Traceability, a new global alliance for knowledge exchange and action that aims to promote legal and sustainable fisheries through improved transparency in seafood supply chains.

Programs - Kasey Hinchman

Invocaton: Fred Gawlick

Detective: Gary Reece

Rotary Spokes 03/12/21

President Bob Bosso called the meeting to order and Sam Bishop, continuing to mix it up played and then sang Yankee Doodle. Great job Sam!!

Invocation

Heather Gorley gave our invocation and her quote was all about community and she ended with our wonderful Rotary Community.

Visiting Rotarians and Guests

Cindy Schuette from the Scotts Valley Rotary Club joined us and we had no guests this week.

Announcements

President Bosso announced the Board Meeting on Wednesday, March 10th at 6:00 pm. Please let Ian know if you want to attend via Zoom.

Detective Report

Angelo DeBernardo was our Detective this week. There were lots of Happy \$\$ from folks who have been receiving their vaccines (the rest of us have vaccine envy). Blaine contributed \$100 happy dollars because his oldest daughter, Elyse got married on February 20th in Oregon. Then Detective Angelo went on with his report putting forth several multi-choice questions asking who had to cancel their vacations in 2020?

Such unfortunate and sad news. But hopefully safe travel can begin very soon.

Program

Today's speak was Tom Lee who spoke to our Club several weeks ago on a different topic. Today he spoke about Ransomware. What is Ransomware? It is vicious malware that locks users out of their devices or blocks access to files until a sum of money or ransom is paid.

There are 3 stages of Ransomware: 1) Entry, 2) Encrypt and 3) Extort. At the entry stage the perpetrators get a foothold into your environment. The encryption stage begins once they have a foothold and then they attack so you can't boot up your system, or access your data etc.. Then the extortion stage starts where they make a ransom demand that you will need to pay in order to get your business up and running again.



Tom said that 50% of Fortune 500 businesses have been hit by Ransomware. Claims to Cyber Insurance companies has been going up and up. There has been 170 Billion dollars in damage to companies around the world.

Companies should think about using the AIC Triad (Availability, Integrity, and Confidentiality). Your company's website, data, etc. must be available to your customers. Your data must have integrity making sure it has not been altered. And, you must have confidentiality to ensure that your data and your customer's data is protected.

Tom provided recent examples of companies who were hit with Ransomware demands: Underwriters Laboratories (UL) hit Feb. 2020 and are still down. Foxconn hit November 2020 - 34 Million dollar payment. Barnes and Noble hit Oct. 2020 and their logistics are still down. United Health Service (UHS) hit Sep. 2020 – 67 Million dollar payment. UCSF hit Jun. 2020 – 1.4 Million dollar demand but was negotiated to a lesser amount.

Your Ransomware Playbook should include quickly identifying the attack (Attack Discovery). Then (Break Glass and Isolate)

which means to quickly reset user credentials, isolate your network and possibly even “unplug all systems”. Lastly (Call in the Experts) which includes a forensics expert, outside counsel specializing in Ransomware and make sure that your outside counsel contacts law enforcement.

In order to defend your company, you must have a plan that includes an instant response, tabletop exercises, and what you're going to do if it happens. You also need to be sure that you have excellent backups of your data. And, implement an Endpoint Security System which includes multi-factor authentication. Some top rated products include: Kaspersky Anti-Ransomware Tool and Malwarebytes Anti-Ransomware software.

CLUB CALENDAR	
Member Birthdays:	
03/14 Fischer, Duf	
Member Anniversaries:	
03/11 Brokaw, Blaine	33 years
03/14 Lezin, Carol	13 years
Wedding Anniversaries:	
03/10 Jensen, Marv (Bev)	11 years
Upcoming Programs:	
03/12 Tobias Aguirre – Fishwise	
03/19 Mark & Barry – Zero Emission	
	Steet Car Svc