

**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**

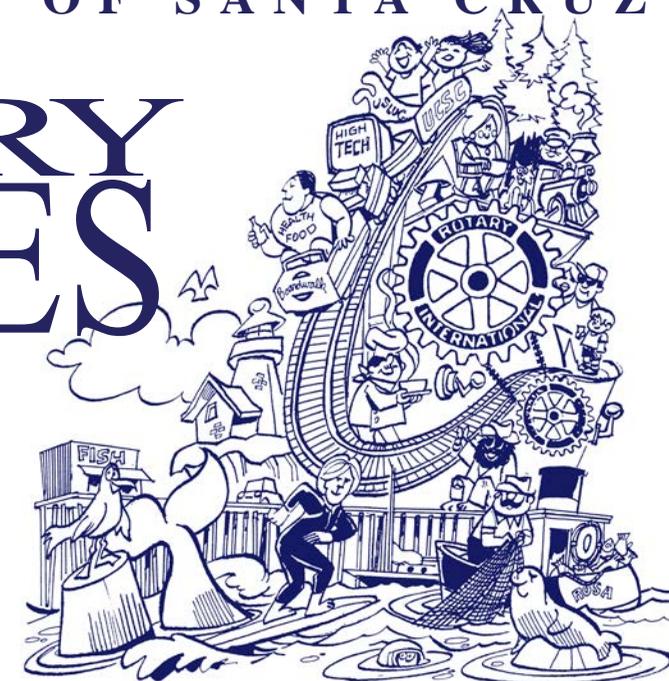
President..... Holger Knaack  
District Governor 5170 ..... Gregg Giusiana  
International Convention..... Taipei  
Assistant Governor, Area 7 ..... Camilla Boolootian

**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  
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 Elks Lodge – 150 Jewel Street

**Rotary Opens Opportunities**

**May 14, 2021**

**President - Bob Bosso**

**Editor - Sarah Madsen**

***Humble Sea Brewing Co.***  
***Frank Scott Krueger***

Founded in 2015, Humble Sea Brewing Co.'s mission is to craft unique experiences and approachable, innovative beers for every person on the planet. They currently have a taproom located on the westside and recently announced the plans for an additional location in Felton.

**Programs - Jill Stone**

**Invocaton: Jim Zenner**

**Detective: Michele Costa**

## Rotary Spokes 5/7/21

President Bob Bosso called the meeting to order - IN PERSON! Some of us were still on Zoom, but for those in the room, congratulations! Our club was back to its old tricks of singing, "God Bless America," led by Sam Bishop and "The Welcome Song," led by Jan Derecho (via Zoom).

### Invocation

Wes Walker gave the invocation. It has been 13 months since we lost our friend and fellow Rotarian Sid Slatter. In honor of his memory, Wes read lyrics from the country song, "Give Heaven Some Hell."

I hope you hit those gold streets on two wheels  
I hope your mansion in the sky's got a ten-acre field  
With some mud and some hubs you can lock in  
Make some thunder, make 'em wonder how you got in  
Hide your beer, hide your clear from the man upstairs  
Crank it loud, hold it down 'til I get there  
And when I do I hope you got some new stories to tell  
'Til then, give heaven some hell

### Visiting Rotarians

Cindy Schuette - Scotts Valley

### Announcements

"Missed Meeting" fines will reinstate starting July 1.

## Detective Report

Chris Murphy stood in last minute as Detective. He advised he had no notes and nothing to detect, so he wanted to hear glorified happy dollars from everyone to mark the monumental occasion of being back at the Elk's Lodge in person.

The crowd did not disappoint, with many Rotarians contributing their happy cash!

What they said, however, was lost on those of us tuning in via Zoom. We could not hear anyone away from the mic. As such, please allow me some artistic license as I improvise for the Spokes:

Wes Walk was happy to be back at the Elk's Lodge bar! Cheers!

Jim Bargetto was happy to have had a year off from explaining, "No, not the wine Bargetto."

Michael Harrison was thrilled with the money he saved on haircuts this past year.

John Burroughs was happy to switch back to long pants after his Zoom "shorts with blazer" look.

Ian Mackenzie was happy he got the tech to work.

I know many others contributed their happy dollars, but it was impossible to hear from the Zoom room. In general everyone at the Elk's was so elated to be back to some sense of "normal."

We all look forward to being back together in person soon!

## Program

UBlendit Spirits - John Spagnola

Launched in 2018 and located in Scotts Valley, UBlendit works with bars and restaurants to craft customized spirits that meets the needs of their brand.

They have grown quickly, starting with 1000 square feet of space, to now 30k sq feet and already needing more!

They have 43 formulas and 210 brands. They are located in 842 doors in 3 states (California, Oregon and Washington) with operations opening in the Philippines and Hawaii soon. They've experienced 338% growth during the pandemic, and they are just getting started.

They offer spirits at an extremely good price point, focused on phenomenal quality and great customizable labels.

UBlendit Spirits focused on the pain points of the buyers of spirits - the bars, restaurants and retailers. Typically distributors sign deals with brands, which then puts the sales people in an awkward quota position. Sales teams are forced to get creative on how to get bars, restaurants and retailers to purchase more product from them. UBlendit has removed the middle man and produces their own high-quality product and delivers that product themselves, ensuring UBlendit's loyalties are tied to the bars, restaurants and retailers they serve.

UBlendit also gives their clients their own branding. Creating their own label art gives restaurants and bars a great story on why they've chosen these amazing products and provides brand loyalty to their product,

UBlendit also removes the annoying fees and replaces them with free next-day delivery. They serve local establishments like Kiantis, Hula's, Coasters, The Catalyst, and so many more.

UBlendit also has their own label of spirits, including Hideout Vodka and Westside Water Whiskey.

You can learn more at:

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

### Club Calendar

*Member Birthdays:*  
5/12 Edward Penniman  
5/12 Peter Prindle

*Club Anniversaries:*  
5/10 Ian Mackenzie - 19 yrs  
5/11 Thomas Foster - 20 yrs  
5/11 Alliah Sheta - 3 years  
5/12 James Courtright - 26 yrs  
5/13 Thomas Castillo - 5 yrs  
5/14 Lawrence Brenner - 22 yrs  
5/15 Matthew Falconer - 1 yr  
5/15 Miguel Morales - 1 yr  
5/15 Steve Solberg - 1 yr

*Wedding Anniversaries:*  
5/11 James & Claudia Kelly - 35 yrs  
5/11 Jill & Brian Davis - 25 yrs

---

## Is it the TRUTH?

## Is it FAIR to all concerned?

## Will it build GOOD WILL and BETTER FRIENDSHIPS?

## Will it be BENEFICIAL to all concerned?

---

Questions? Suggestions? Email the editor: [shmiguel@gmail.com](mailto:shmiguel@gmail.com)