

Weekly Message from President Donna:

Dear Rotarians,

Four weeks in, and I'm already testing out Jim Weisenstein as my "vacation replacement." Try to go easy on him. He's just a novice. We don't want to scare him out of next year's presidency.

I'm visiting my Mom this week, and she sends her regards. She also reminds you to contribute classroom supplies for teachers so we can present them to District Governor Ed Jellen when he visits next week. And do plan to attend. A "full house" shows respect for the Governor, and it tells him that you support your president. (You do support your president, right? Right??)

President Donna

Meeting:

Galaham Zuanich gave the invocation, a "Prayer for Peace" so appropriate for what is happening in our world today. President Donna welcomed back Mike Allard who has not been to a meeting in a while.

Cynthia Kilian led us in the welcome song with Sam Bishop and Michael Harrison providing our music.

Jack Ritchie won the raffle prize which was donated by Linda Burroughs. The basket contained a bottle of wine and a beautiful piece of Annie Glass.

Announcements:

President Donna requested that everyone come to our next meeting where we will

host the District Governor, Ed Jellen. It is a sign of respect to attend the meeting and listen to the District Governor's message for the year. She also requested that Board Members come early to the meeting because they will be meeting separately with DG Jellen to discuss projects for the upcoming year.

President Donna also announced that she visited John Brokaw in the hospital and that he is doing very well and is in good spirits. He sent his regards to everyone and is looking forward to coming back to see his buds in Rotary.

It was announced that Bill Bagnall's wife, Louise passed away and to please keep his family in your thoughts and prayers.

Our speaker was Dick Wilson who is the former City Manager of the City of Santa Cruz. Dick spoke about what he has been doing during the past couple of years which is to write a book about Public Administration. He sent his book to a couple of well known people in this field and one of them, Mary Hamilton from the University of Nebraska told him that "it is the best book I've ever read in the field (public administration)". However she indicated that there is a very small minority of people who share his views discussed in the book but she said that she wanted to promote the book on her own which she is currently doing.

Dick decided to discuss the history of institutional government. He said that after the 1800s every employee in government was either a relative or a friend of an elected official in office. Over time as there was a need for more government, there

weren't enough relatives or friends to fill the jobs. So in 1850 it was agreed that government needed employees who tenure didn't come and go with who was in office and "Civil Service" was born. He indicated that our Civil Service model is now the best in the world.

In the private sector things were quite different. Peter Drucker the authority on Management tells a story about Henry Ford. He states that in 1905 Henry Ford created Ford Company out of nothing. He created the most successful company in history but everything was done exactly the way Henry Ford wanted it done. If you didn't do it his way, you were gone. But by 1927 the company was almost in bankruptcy with no profits. In 1944 Henry Ford's grandson staged a coup and ousted his grandfather. He brought in professionals in their field to run the company. Drucker states that every company comes to a point where you need professionals to make it successful.

Dick went on to say that elected officials at the Federal and State level are the Henry Fords of government. They have no authority to get anything done on their own.

Dick said that the City Manager form of government was a complete accident. However 3,000 cities now have this form of government. If the City Manager decides that a particular function is needed or is no longer needed, they just do it. If it is a big item or process that needs to happen then they do it through the budget process and it happens unless the City Council says "no".

Dick said that in 2007 the organization of the City of Santa Cruz was completely

restructured. He reiterated that Management gets to act unless the political authorities say "no". At the Federal and State level this doesn't, or can't happen and that is why things don't get done!

Dick said that his next book is called "How to Think About Politics". A member from the audience asked "is there any sex in it". Laughter was heard from everyone and that concluded Dick's program.

Upcoming Programs:

- Aug 8 - District Governor, Ed Jellen
- Aug 15 - Bill Tysseling - *Future of Santa Cruz and the World*
- Aug 22 - Karla DeLong - *Beekeeping*
- Aug 29 - Jon Sisk, Ken Whiting and Rod Claiborne - *Conquering the Iron Man Triathlon*

Member Birthdays:

- Aug 5 - Dan Aldrich
- Aug 9 - Michael Harrison
- Aug 10 - Randy Krassow

Wedding Anniversaries:

- Aug 11 - Keith McKenzie 58
- Aug 12 - Lane Lawson 30
- Aug 13 - John Huffman 47

Club Anniversaries:

- Aug 3 - Dick Wilson 35
- Aug 4 - Phil Allegri 22
- Aug 6 - Rod Seigle 18
- Aug 9 - Nick Wycoff 29
- Aug 10 - Burt Rees 13

Reminder: The District Governor, Ed Jellen has requested all clubs to collect teaching supplies for our local schools which will be presented at our August 8th meeting. If you can't shop, just write a check to SC Rotary Club and we'll shop.