

ROTARY CLUB OF SANTA CRUZ OFFICERS 2014 - 2015

President..... Donna Maurillo
Secretary Ian Mackenzie
Treasurer Ian Mackenzie
Sergeant-at-Arms Larry Fogelquist
President-Elect Jim Weisenstein
Program Coordinator Jim Weisenstein

DIRECTORS

SENIOR DIRECTORS

JUIOR DIRECTORS

Martin Bernal Blaine Brokaw – 1st Qtr. Programs
Larry Wallerstein Larry Fogelquist – 2nd Qtr. Programs
Janet Gluch Colleen Harrison – 3rd Qtr. Programs
Karen Beeson Heather Stiles – 4th Qtr. Programs

Junior Directors - Elect 2015 - 2016

Bob Bosso, Elizabeth Clifton,
Michael Harrison and Cynthia Kilian

CLUB SERVICE - Martin Bernal

Attendance..... Tom Parker
Bulletin S. Caiocca, R. Condit, G. Zuanich, E. Dybdahl
Classification Ian Mackenzie
Club Drawing..... Peter Huemer
Detective Hank Olson
Historian Marv Jensen
Invocations Jeanette Pagliaro
Membership Background Wally Dale
Membership Development Russ Hobbs
Red Badge Advisor..... Russ Hobbs
Music..... Michael Harrison
Photographer Bryan Williams
Public Relations.....Donna Maurillo & Tom Honig
Rotary Information J. Zenner, S. Bishop, G. Turgeon
We Care..... Jeanette Pagliaro
Web Master..... Ian Mackenzie
Song Master Jan Derecho
Fellowship / Greeter Peter Cook

SPECIAL EVENTS

Club Barbecue..... Sid Slatter & Wes Walker
Fundraiser Jim Weisenstein
Holiday Program..... Larry Fogelquist
Rotary Potluck Ian Mackenzie

Light Up Rotary

www.santacruzrotary.com

COMMUNITY SERVICE - Larry Wallerstein

Benevolence and Grants..... Aleene Althouse
Community Project Fred Gawlick & Larry Wallerstein
Second Harvest Food Bank..... Sharon Caiocca
Senior Citizens..... Jeanette Pagliaro
RotaCare John Mahaney
Salvation Army Bell Ringers Tom Reese

New Generations - Bosso, Clifton, M. Harrison & Kilian

Youth Activities / Boy & Girl Scouts..... Grant Dow
R.Y.L.A..... Larry Fogelquist
Interact..... Larry Fogelquist
Rotaract Elizabeth Clifton
Speech Contest..... Bob Bosso & Wally Dale
Club Youth Service Chair Elizabeth Clifton
Club Youth Protection Officer..... Jeanette Pagliaro

VOCATIONAL SERVICE - Janet Gluch

Club Directory Ian Mackenzie
Career Planning Kim Adamson
Magazine..... Janet Gluch
Academic Scholarships Dan Aldrich
Vocational Scholarships..... Michael Harrison

INTERNATIONAL SERVICE - Karen Beeson

World Community Service..... Karen Beeson
Rotary Foundation..... Janet Krassow
Sister City Coordinator Bill Schuette
Ambassadorial Scholarship Stephen Karon

ROTARY CLUB OF SANTA CRUZ ENDOWMENT

Chairman Linda Burroughs
Secretary..... Val Macken
Treasurer..... Ian Mackenzie

ROTARY CLUB OF SANTA CRUZ COMMUNITY FUND

President Frank Minuti
Secretary/Treasurer Ian Mackenzie

ROTARY INTERNATIONAL OFFICERS 2014 - 2015

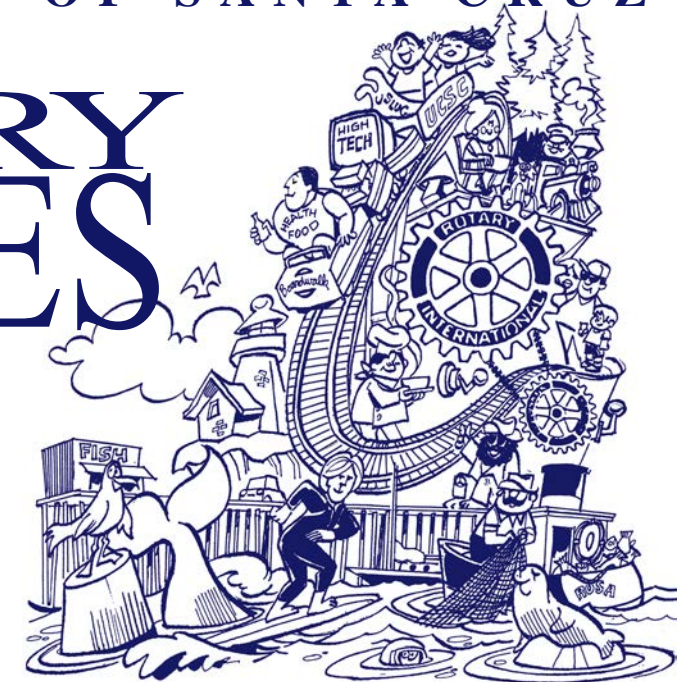
President..... Gary C.K. Haung
District Governor 5170 Ed Jellen
International Convention..... Sao Paulo, Brazil
Assistant Governor, Area 7 Cheryl Rebottaro

CLUBS OF SANTA CRUZ COUNTY

Scotts Valley Bruno's BBQ Mondays 12:15 PM
Santa Cruz Sunrise....De Lavega Golf Club..... Tuesdays 7:15 AM
Freedom Valley Heights Tuesdays 12:15 AM
San Lorenzo Valley....Mt. Hermon Con. Ctr. Wednesdays 7:15 AM
Watsonville Elks Club Wednesdays 12:15 PM
Capitola / Aptos Seascape Golf ClubThursdays 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.

Santa Cruz Elks Lodge – 150 Jewell Street

Light Up Rotary

President - Donna Maurillo

Editor - Sharon Caiocca

August 22, 2014

Craig French

La Bahia Hotel Project on Beach Street in Santa Cruz

Programs - Blaine Brokaw

Invocation: Joel Miller

Detective: Jim Weisenstein

Weekly Message from President Donna:

Dear Rotarians...

Thanks for yet another great week in your company. A few of our members are missing, and we'd like you to remember them in your prayers for a speedy recovery. They include Janene Adema, Bob Rudolph, John Brokaw, Bill Bagnall and Richard Beach.

We will be delivering school supplies next week to principals' offices in our service area. Thanks for all your donations. Your generosity will help to keep these kids learning all year.

Don't forget to bring a guest to our meetings. Let's spread the Rotary cheer to our friends!

President Donna

Meeting:

President Donna welcomed some special Interact guests to our meeting. Colin Mackenzie, Club President, Ruben Torres, Club Vice President, Cathy Durden, Club Secretary and Steven Au, Club Treasurer all who are attending Harbor High School. We also welcomed Oliver Borg, Lt. Governor Interact District 5170 who attends Santa Cruz High School.

Jan Derecho and Cynthia Kilian did a

beautiful job as song leaders for our "Welcome Song".

Jack Ritchey won the raffle prize donated by Ross Condit. The prize included a special Pinot Noir bottled by Ross which was 17.4% alcohol (oh my). There was also a gift certificate to Gabriella's Restaurant and 2 tickets to the movies.

We were given a brief presentation from our RYLA attendees: Colin Mackenzie and Ruben Torres. Colin told us that at RYLA they all received buttons that contained "Action Reminders". He said these are really helpful to remind him what to do when he is having a challenging time. Ruben Torres said that he loved RYLA and what an amazing bonding experience and made some really good friends. Not just locally but with many people in our District. They both gave a big "thank you" to our club for sending them to RYLA.

President Donna announced that the "Rotarian of the Month" sign is missing. She apologized to Blaine and said she hoped it will show up soon.

Program:

Blaine introduced our speaker Bill Tysseling who was raised in Ames, Iowa. Bill holds a BA in Economics and a law degree from the University of Iowa. In 2007 he became the

Executive Director of the Santa Cruz Chamber. Bill spoke about the World Economy as something we don't understand and makes us uncomfortable. He said that a vision is really important and we don't really have one. We need to be thinking about a 5-10 year vision not a 2 year vision. "We can't solve individual problems without thinking about the larger economy".

He thinks that at the national/international economic level that robotics will replace workers. He used a couple of examples such as field workers who thin out lettuce, eventually strawberry pickers and Radiologists. The question is "how low will wages need to go to not be replaced by robots". We will buy products and goods directly from providers, i.e. clothing, travel arrangements.

He said that workers under 35 will have had 12 different jobs. People will be contractors and paid for a service they perform rather than being employed by a company.

In Santa Cruz we need UCSC to play a vital role. We need to create housing for our work force (contractors) and provide good transportation. Shopping will be in neighborhoods rather than malls. For us to be successful, we will need to focus on 3 things: 1) Response to land costs based on our proximity to

the Silicon Valley, 2) Water, and 3) K-12 education.

He announced that a group of Santa Cruzans (government, business, education, etc.) will be going to Santa Barbara on September 4-6 to discuss water, transportation and education.

Upcoming Programs:

- Aug 29 – Santa Cruz County Public Health Officers Giang Nguyen and Lisa Hernandez, M.D.
- Sep 5 - Darryl Wong – Agroecology and Sustainable Food Systems
- Sep 12 - Club BBQ

Member Birthdays:

- Aug 24 - Wes Walker
- Aug 25 - Ian Mackenzie
- Aug 28 - Chuck Downey
- Aug 30 - David Heald

Wedding Anniversaries:

- Aug 24 - Bob Bosso 46
- Aug 25 - Larry Fogelquist 24
- Aug 31 - Dan Aldrich 46
- Aug 31 - Dick Wilson 46

Club Anniversaries:

- Aug 23 - Peter Dean 1

Detective:

- Aug 22 – Jim Weisenstein
- Aug 29 - Gary Reece