

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

JUNIOR 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

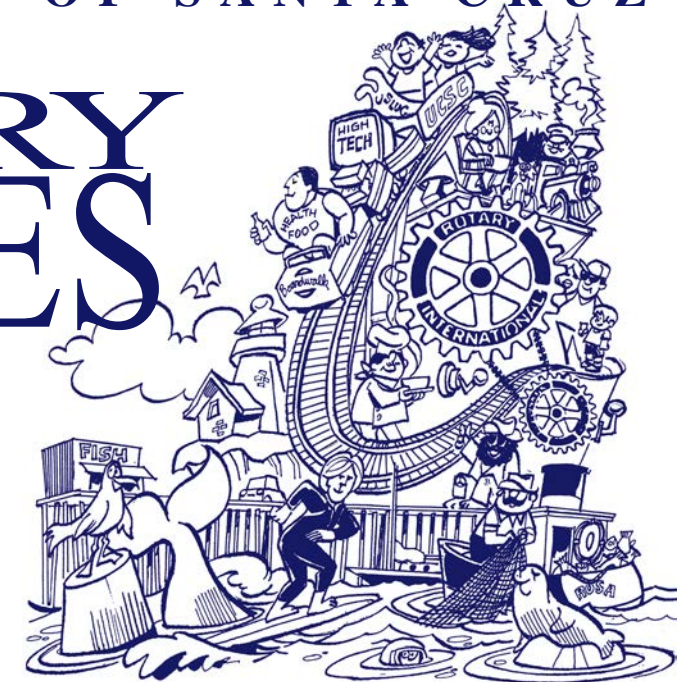
President..... Gary C.K. Haung
District Governor 5170 Ed Jellen
International Convention..... Sao Paulo, Brazil
Assistant Governor, Area 7 Cheryl Rebottaro

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 - Erik Dybdahl

May 7, 2015

Today's Program

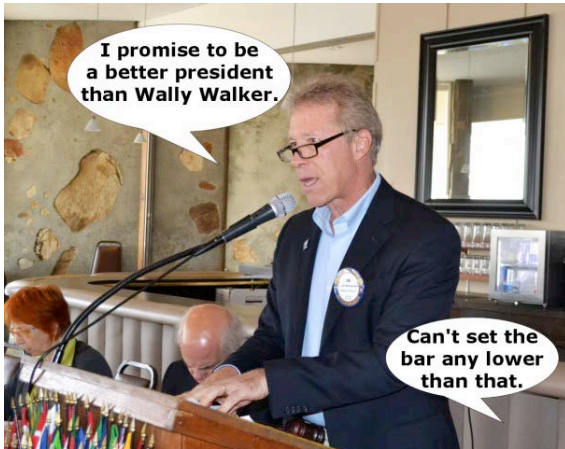
**Santa Cruz County Farm Bureau,
President David Van Lennep**

Programs - Heather Stiles

Invocation: Karen Beeson

Detective: Joel Miller

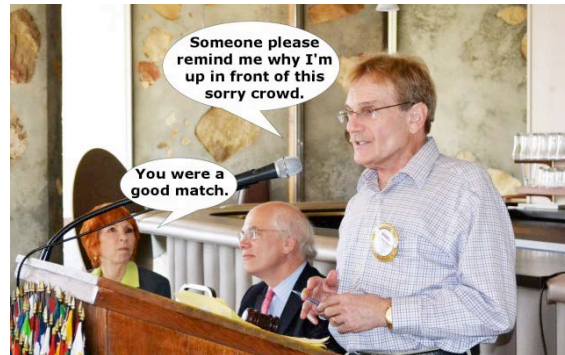
Meeting Overview: Spring is in the air and many Rotarians had a spring in their step. Perhaps we were all energized after our annual event. We had a nice crowd of friends who shared laughter and conversation.



President's Message: Jim Weisenstein presided over our meeting and was ecstatic. He was gleaming off the success of the event we called Magic of Rotary. We surpassed Jim's goal of raising \$41,000.00. The event was truly magical. We should thank the wonderful committee that worked diligently to provide an epic evening. We also, heard a lot of chatter about the delicious nature of the food provided by Scopazzi's. Many thanks should also go out to the sponsors and donors who helped make this event a fabulous success.

Raffle: Our weekly raffle was won by **Ross Condit**. He has won five times within the last year. It may be a good idea to

seek him out in one of our meetings and ask him what he's investing in. His haul, donated by **Larry Wallerstein**, included a gift certificate to the Hindquarter, a bottle of wine, and Larry intelligently included a chocolate bar with his business card printed on it.



Detective: This day we were treated to a fantastic detective report provided by the unmatched **Stephen Karon**. Before Steve began his magic act, we were asked if we had any happy dollars. Indeed we did. **Burt Rees** was happy to have won a gift certificate to Scopazzi's. **Jim Zenner** was happy his twins are celebrating their 22nd birthday. **Jim Weisenstein** is happy he knows **Martin Bernal** because it saved him from getting a parking ticket. **Jack Ritchey** is happy to introduce a granddaughter and showing how much she values education, he donated \$1000 to the scholarship fund in memory of **Bob Yonts**. **Charles Canfield** was happy to make a meeting. We were happy he made it. Finally, we were treated to Steve's magic act. Steve told a mesmerizing story of how 10 years ago

Tom Foster gave everyone an envelope. One of those envelopes contained \$100. Steve then proceeded to pull an envelope out of his jacket. He announced that he had never opened his envelope and today he would reveal the contents. We were holding our breath. He carefully opened the envelope to reveal five \$20 bills. Steve announced that he would be donating the money. We applauded him. Tom Foster stood up and explained the true magic of Steve's act. Tom told us that he had originally put in one \$100 bill. Steve turned one bill into five \$20 bills. Steve embodies the magic of Rotary.

Program: Today's program was provided by Bill Richter. He was here to tell us about the Santa Cruz Shakespeare Festival. He told us of a program that joined the community. Many families have grown up in the grass while enjoying the presentations of the festival. The festival fell on hard times and the University wanted to shut it down. This was a true tragedy as this festival had been around for 30 years. The final presentation was on August 2013. That is when Bill stepped in. He joined the board and began to analyze the business of having a festival. His main goal was to be fiscally responsible and perhaps even profitable. He found that the festival generated north of \$17 million. However much of the revenue was miss-classified and given to other departments within the university. The art school that was

responsible for the festival was only credited \$2 million for the event however the whole cost of \$17 million was also attributed to art school. So the university did not feel that the festival should continue. When Bill discovered the error he convinced the university to give them another shot. The University agreed on the basis that the festival would pay for itself. Bill and his Board of Directors decided to hold a variety of fundraisers designed to raise enough capital to pay for the event in advance. This idea of raising capital to pay for the event instead of relying on ticket sales to repay prior costs is unique in the space. His team's ideas are now considered groundbreaking and are being adopted nationwide. Santa Cruz continues to place itself on the map with a variety of ingenious ideas. Rotary continues to provide a forum for us to learn about the magic in our community.

CLUB CALENDAR	
Member Birthdays:	
5/12 Ed Penniman	
5/12 Pete Prindle	
Wedding Anniversaries:	
Jim and Claudia Kelly	29 years
Club Anniversaries:	
5/8 Drew Miller	28 years
5/10 Ian Mackenzie	13 years
5/12 Jim Courtright	20 years
5/14 Larry Brenner	16 years
Next week's meeting 5/15:	
Program: Scholarship Awards	
Detective: Tom Honig	
Invocation: Dan Aldrich	
Drawing: Nick Wyckoff	