

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

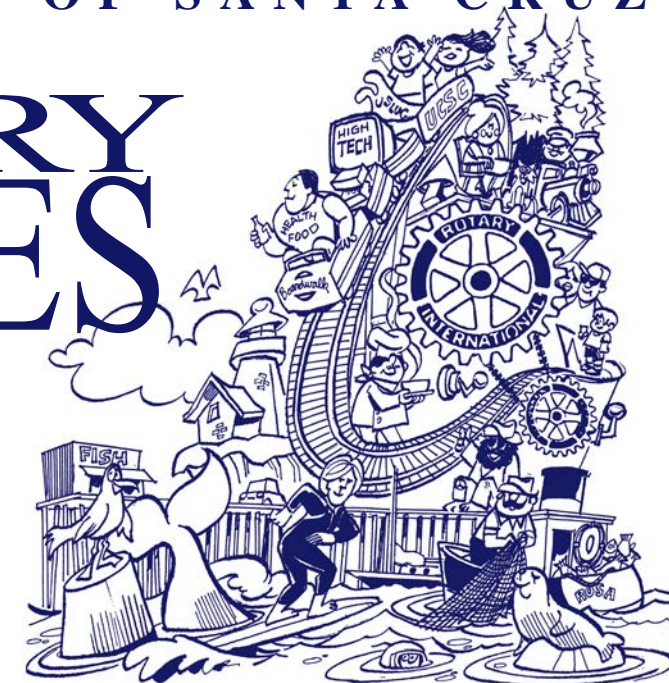
President..... Gary C.K. Haung
District Governor 5170 Ed Jellen
International Convention..... Sao Paulo, Brazil
Assistant Governor, Area 7 Cheryl Rebottaro

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 - Sharon Caiocca

September 26, 2014

Today's Program

VOCATIONAL SCHOLARSHIP PROGRAM- Michael Harrison

Annual Report/Presentation to the Membership featuring talks by past and current recipients and representatives from the Regional Occupation Program of Santa Cruz County and Cabrillo College Foundation

Programs - Blaine Brokaw

Invocation: Keith McKenzie

Detective: Thornton Kontz

Message from President Donna:

Dear Rotarians,

I saw that, while I was away on vacation last Friday, attendance spiked upward. What does that mean? Do you prefer Jim to me? Is he cuter? More loquacious? My mood will depend on what happens with attendance today. ;-)

Today we have distinguished visitors from the Democratic Republic of Georgia. This is a nation on the eastern side of the Black Sea that once was part of the USSR. Please welcome them with a warm, "□□□□□□ □□□□□□□□□□ □□□□□□□□." (In Georgian, that means, "Welcome to the United States.")

Let's have a good time today!

President Donna

Meeting:

We had two visiting Rotarians at our meeting this week: Jeff Kirk and Jim Booth both from the Santa Cruz Sunrise Club. And we had one guest, Jamie Ganly who was a guest of Blaine Brokaw. Erik Dybdahl donated the raffle prize won by our guest, Jamie Ganly. The prize was a bottle of wine and a gift certificate to the Silver Spur Restaurant.

Program:

Deputy Chief Steve Clark from the Santa Cruz Police Department was our speaker this week. Steve has been with the Police Department for 29 years and in addition to his role as Deputy Chief he is also the department's media spokesperson. He spoke about how he goes about "controlling the message" that is put in the media. He uses what he called a "message hub" that resembled a bicycle wheel. There are 4 spokes: 1) wildcard, 2) facts of the case, 3) proactive action, and 4) public concern/danger. He writes a statement relating to each one of the 4 critical areas that all ties back to the center of the spoke which is the "central message".

Deputy Chief Clark also spoke about how social media has changed the way information is provided to the public. With Twitter, Facebook, newspapers, TV, etc. information can be instantaneous. He spoke about the blog that the police department has: santacruzpolice.blogspot.com and their Facebook page: facebook.com/santacruzpolice

The public can also receive Nixle alerts and there is a smart phone app available. The Santa Cruz Police Department was the first police department in the nation to have a smart phone app. They received an award for this undertaking from the League of Cities.

During Chief Deputy Steve Clark's presentation, there were several Rotarians observed using their smart phones. Lucky for them Steve didn't see it or I'm sure a citation would have been given.



Member Birthdays:

Sep 29 - Jim Weisenstein

Wedding Anniversaries:

Sep 27 - John Kiefer 56

Club Anniversaries:

Sep 28 - Bob Bosso 2

Detective:

- Oct 3 - Dan Seftel
- Oct 10 - Matt Shelton
- Oct 17 - Gerry Turgeon

Upcoming Programs:

- Oct 3 - Museum of Discovery – Patrice Keet
- Oct 10 – City of Santa Cruz Water Supply Advisory Committee – Keith Sterling