

the Tooter

PUBLISHED WEEKLY BY THE ROTARY CLUB OF YAKIMA

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**The Future of
Rotary is in
Your Hands**

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THURSDAY, MARCH 4, 2010 YAKIMA CONVENTION CENTER

RAY PAOLELLA WILLIAM O. DOUGLAS TRAIL

RAY PAOLELLA was appointed to the Eastern Washington Growth Management Hearings Board in 2008 by Governor Chris Gregoire, as the Attorney Board Member. Prior to his appointment, he was the City Attorney for the City of Yakima for 15 years. He has extensive experience in land use, environmental law, real estate, and municipal law matters. He was previously in private practice at the Yakima law firm of Halverson & Applegate. He worked as an electronic engineer on national security issues with the U. S. Government in Washington, D.C. and overseas. Ray holds a B.S. in Electrical Engineering from the University of Virginia and J.D. cum laude from the University of Puget Sound School of Law (now Seattle University Law School).

He has previously served as President respectively of the William O. Douglas Trail Foundation, Cowiche Conservancy, Cascadians, and Yakima Youth Symphony Orchestra, and as Chairman of the Washington State Bar Association Environmental and Land Use Law Section. He has provided pro bono services for the Cowiche Canyon Conservancy, Yakima Greenway Foundation, American Lung Association, and American Cancer Society.

Ray has worked for 25 years on recreational trail development in Yakima County.

FOR THURSDAY'S MEETING

Greeters –
Registration Desk – Sheri Smith
Music – Bob DiPietro, Ed Cavallo
Invocation – Rick Christensen
Sergeant-at-Arms – Dave Dion
Program – Bob Sinclair
Raffle – Matt Gilmore, Bruce Heiser
Pot – 7 marbles, \$1,265

FUTURE PROGRAMS

March 11th – Sharon Loudon, Autism
March 18th – Carter Fjeld & Ryan Kinney, Rotary Youth Exchange
March 25th – Davis, Eisenhower & West Valley Interact Clubs
April 1st – Dan Newhouse, WA State Secretary of Agriculture

SOUTHWEST FUTURE PROGRAMS

March 2nd – Inbound Exchange Student Fanny Procureur
March 9th – Bruce Noonan, 100th Anniversary of Boy Scouts of America

SUNRISE FUTURE PROGRAMS

March 3rd – Elaine Beraza, Yakima School District
March 10th – Club Assembly

ROVING ROTARIANS

At Sunrise, February 17th, John Rennie, David McKinney

WORD OF THE MONTH: Tolerance, being able to accept things that you wish were different. When you practice tolerance, you have flexibility. You don't expect others to be just like you.

PROPOSED NEW MEMBER

Unless written objection is received by the Board of Directors by Friday, March 5, 2010, the following candidate will be elected to membership:

Charles Mark Holtzinger

Director of Business Development
Kershaw Companies

Classification: Agriculture, Business Development

Proposed by: Frank Bacon

Endorsed by: Bruce Bacon

YAKIMA ROTARY CHARITIES BONUS MARBLE DRAW

This week we had our first sign-ups for Rotarians who want to participate in the bonus marble draw at the end of this Rotary year. Tickets cost \$50 and are limited to a total of 150. The drawing will be held at President Craig's final meeting on June 17, 2010. The winner will receive ½ of the proceeds for a potential of winning \$3,750. If you are interested in participating, please contact the Rotary office at 452-8332 or by e-mail at yakimarotary@yakimarotary.org and charge your ticket(s) to your account.

SCHOLARSHIP DINNERS

The annual Rotary Scholarship Dinners and Fireside Discussions are being organized. Rotarians who are willing to host a dinner at their homes are needed. This is a fundraiser for Yakima Rotary Charities will 100% of the proceeds going to support our Academic and Vocational scholarships. The dinners include a fireside discussion that focuses on a Rotary topic. What could be better than going to dinner with new friends, making new friends, and supporting scholarships for our youth? Everyone will be charged \$100 whether they attend a dinner or not. There is no charge for the hosts. The dates are April 12th through the 28th. Check with your spouse or significant other and volunteer to host. Sign-ups for attendees will take place within the next couple of weeks. If you have any questions you can contact committee chair, Dana Dwinell at 452-3104 or at dana@d2cmu.com.



District 5060 Conference

2010

MOSES LAKE, WASHINGTON

The **POWER** of One!

JUNIOR ACHIEVEMENT CLASSROOM VOLUNTEERS NEEDED

Help Junior Achievement ensure that the next generation of kids who come out of our schools are financially literate by volunteering to teach students about personal finance, business basics and the fundamentals of capitalism. Your obligation as a volunteer is one 75 minute training class; connect with a teacher to schedule your classroom days/times; lead one class in 5 to 8 sessions each lasting 20 to 45 minutes. JA provides all of the materials, lesson plans, and handouts. The teacher will be in the classroom with you the entire time. You get to choose the grade K through 12 that you are most comfortable with. The next training session is this Wednesday. If you are interested please contact Dave Dion or Jessica Moskwa immediately.



-Review-

Thanks to those who made the meeting a success. Laurie Kirkland and Sherie Leadon served as our greeters. Tom Durrett, David Garcia and Alex Hodge sold raffle tickets. Tom Froula registered our guests. Don Hamrick and Bob Hamilton led us in America. Eric Silvers provided our invocation and after announcements Neal Springer raised funds for Rotary Charities as sergeant-at-arms.

President Craig was absent this week. Presiding over the meeting in his place was Past President Jim Berg. Jim kicked off announcements with reports on the Mary Monroe Davis Scholarship and the upcoming Rotary District Conference. He began by recognizing Lois Betzing and Hank Heffernan for their work in promoting the Mary Monroe Davis Scholarship Program. Thanks to their leadership, 500 scholarship applications were received in this inaugural year. Of those, 424 were qualified to continue through the scoring process. The criteria for scoring are 40% financial need; 30% educational; and 30% leadership, goals and moral character. A finalist list will be provided to the local selection committee which will review and add scoring for the essay portion. The amount of scholarships awarded will total will be approximately \$150,000. The Rotary District Conference is May 20-23. To date 25 Rotarians have signed up to participate; 15 of which Past President Jim shared he knew for a fact were fun! Check your calendars and contact the Rotary office if you can attend. The Club will pay for ½ of your registration.

Dave Dion made a second appeal for Junior Achievement, a national organization that teaches young people about finance, business basics and fundamentals of capitalism. Volunteers are needed to take this program into classrooms as teachers. Help us as we partner with JA to ensure that the next generation of kids comes out of our schools financially literate. Alex Hodge explained the bonus marble draw. The drawing will be held on June 17th. The cost is \$50 with a limit of 150 tickets sold. The winner will get ½ of the pot with the remaining funds going to Yakima Rotary Charities. Dana Dwinell was last with a kick-off to find hosts for the Scholarship Dinner/Fireside Discussions. Dinners will be held in April from the 12th through the 28th. If you can help, please contact Dana at dana@d2cmu.com.

This week, our program was arranged by the Environment Committee led by Chair Jim Fitch. As the committee looked for a speaker, they found the best person for the job from our own club, Clark Satre. We know him as a great sergeant-at-arms presenter; this week he showed how he can be a great program speaker as well. He began by asking for a show of hands of those who are involved in a business intended to make a profit. He then asked for a show of hands for those who encourage their customers to use less of their product or service. There was no one. He followed that with a question of how many pay their customers to use less of their product. Again, the answer was no one; his company Pacific Power does. As an example he asked what if your company had an electric bill of \$600,000 per year and what if he offered to bring in at no cost to you a professional engineering firm to do an energy study on your plant to find ways to reduce that bill? What if it showed you could save \$130,000 per year? To make it happen would cost you \$750,000. But what if he paid \$450,000 of that cost? The payback costs of your investment would decrease to 2 ½ years and 4 months; after that your investment would pay you back \$130,000 every year.

He then back tracked historically to share that Pacific Power was formed in 1910. Back then they had 7,356 customers; 388 miles of power lines; and production of 10 megawatts of power.

Today those numbers have increased to 1.7 million customers; 75,000 miles of power lines; and produce 11,000 megawatts of power. In 1917, they began building their first interconnection lines with other companies, 20 years before there was even a thought of Bonneville Power Administration. In 1973 the promotion of conservation began with the unveiling of a character named Colonel Watt. His motto was "Use all you need, but save all you can." With his debut, Pacific Power became the first regulated utility in the country to encourage conservation. Colonel Watt is no longer around but the need for conservation still exists. Why is conservation important? The easy answer is that it will save you money. But Clark also showed the need for more power generation from 2009 through 2018 in comparison to the existing resources. By 2018, power generation with the existing resources will be short by 3,500 megawatts. To put that number in perspective, the total load in Yakima County is 600 megawatts. How is Pacific Power going to meet that need? Along with wind generation, natural gas-fired generation and efficiency upgrades at hydro and coal plants; 900 megawatts will be made available not by building any new plants but with conservation. In the state of Washington from 2000 to 2009; 321,560,000 kilowatt hours have been saved annually. That translates to 80 megawatts of generating capacity; enough energy to power 20,600 homes. Washington is just 8% of their market; adding in the 5 states they serve the amount saved increases to 1,000 megawatts – the equivalent of two generating units at a coal fired power plant.

Pacific Power offers two conservation programs for their customers; Energy FinAnswer and FinAnswer Express. The Energy FinAnswer program is for any size industrial facility or commercial building larger than 20,000 square feet. With an energy study they find energy saving opportunities and offer to pay up to 60% of the cost of the upgrade. The company audited is under no obligation to make the changes; they can do them all; or take it slowly doing a portion at a time. The FinAnswer Express program is not based upon a study but provides incentives for the installation of specific units of equipment such as lighting fixtures and high efficiency motors. Many of those incentives unlike the first program are available after purchase of the new equipment. What about our homes? Pacific Power can help with those as well. Some examples of incentives for homes include up to \$300 for a high efficiency heat pump, up to \$250 for sealing duct work on heating system; up to \$1.50 per square foot for new windows; and \$50 for an Energy Star water heater. Twenty percent of all U.S. energy is used for lighting. Energy Star Compact Florescent light bulbs used 75% less than incandescent bulbs and last up to 7 years. By replacing the lighting in our own homes we could save approximately \$100 and 912 kilowatt hours a year. In Yakima County if all 93,000 customers did the same that would translate to almost 85,000,000 kilowatt hours, which is the equivalent of 5,437 residential customers. We could save enough energy to supply every new home built in Yakima County in the next 10 years.

Pacific Power is part of the Berkshire Hathaway Company which also owns Geico Insurance. With a theme borrowed from Geico; he ended with the phrase "Energy Conservation, we make it so simple a caveman could do it."

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