President’s Corner

Dear Sunrisers,

Here we are well into the middle of January and it’s Rotary month. Dennis Johns has fashioned for us a creative trivia contest—put your Rotary knowledge to work.

Speaking of Rotary knowledge, I opened up Honoring Our Past: The Words and Wisdom of Paul Harris, and it was like St. Francis opening the Scriptures and found direction for his life, well the first thing I came upon was this:

“The world is a huge orchestra in which each one of us has his own little insignificant part to play. The success of your instrument and mine depends not upon the amount of noise they make, but upon how perfectly they harmonize with the instruments . . . . If Rotary can bring home to us a fuller realization of the fact that we are not individual performers, but rather small parts of a stupendous entirety, not only will our lives harmonize better with the lives of those around us, but we will also find them easier and better worth living.” (Page 43).

And this speaks so clearly of who we are as a team, and contrary to what Paul describes as “insignificant part to play,” every part is significant, that’s what gives it the harmony. When I look at what we do together, and the harmony that results, it is astounding. We witnessed on the world news this past week the terrible devastation to Haiti and her people. Rotary is mobilizing its forces to assist. Whether it’s putting on a holiday party, performing in the Ukulele group (well maybe there’s a little discord!), doing the Salvation Army bell ringing, organizing an NID trip, Mexico adventure or planning for a silver anniversary party, it takes team work. You are a marvelous group of Rotarians with whom I am proud to be a part and fellow Sunrisers, our orchestra makes the best symphony in the district (well, I’d say in the Rotary World!) Thank you for being you!

Fondly,
Sister Christine

---

This Week’s Program

3D Medical Technology

Robert Reali, Vice President of Operations and Marketing of TrueVision

---

Bugle Highlights

★ Rotary Haiti Relief Effort
★ Rotary Awareness Quiz
★ District Gov. Reception
★ Rotary International Conference in Montreal
On Rotary Haiti Relief Effort

Dear Fellow Rotarians from District 5240,

As we watch the news about the tremendous disaster in Haiti, our clubs feel the need to respond immediately to this tragedy. I would like to assure you Rotary and D-5240 is and will be in Haiti to provide assistance to the victims of the earthquake.

Keep in mind we are not necessarily First Responders in these terrible natural disasters.

RRFC Brenda Cressey expressed “we may add extra stress on the recovery and relief efforts when we do not have the necessary systems in place to care for our volunteers”.

What do we recommend to visit the RI Website at:

http://www.rotary.org/en/MediaAndNews/News/Pages/100113_news_haitirelief.aspx

The Foundation established a Haiti earthquake fund U.S. Rotarians can donate to help with short-, long-term recovery efforts.

Donations contributed by your club, individual Rotarians or community members may be sent to the new Donor Advised Fund (DAF) set up by District 7020. If you chose to send your donations directly to the DAF please find the pdf file provided below *

Another suggestion: Is to send your contributions directly to the District office - 3394 Bryan Avenue, Simi Valley, CA 93063. - to keep track of the club and member donations. We want to ensure that member donations are coordinated and not sent to several different agencies or Rotary Districts and then the District can send the member donations to the DAF, which will directly support relief efforts in Haiti. This is the recommendation I suggested in my previous communications.

The relief efforts will continue for a long time. Please take some time to look at your options and feel free to contact me with any questions you may have.

I thank you for your efforts facing disasters like this. I am overwhelmed and moved by the responses from all the clubs and individual Rotarians in our district. You make me proud to be a Rotarian.

Warm Regards,

Luz Maria Ortiz
District Governor 2009-2010
Rotary District 5240
(805) 964-4569 (805) 403-1934 mobile

*You can use the following link for the RI Donor Directed Fund for Haiti:

Program for January 20
3D Medical Technology

Robert Reali, Vice President of Operations and Marketing, TrueVision

Robert has over 20 years experience as an executive in operations and marketing for technology companies. Mr. Reali leads the marketing team responsible for creating and implementing corporate messaging, marketing programs, and events. In addition Mr. Reali oversees the company’s growth in operations, manufacturing, and sales support. Prior to TrueVision, Mr. Reali spent 21 years as the co-founder and Chief Operating Officer of ExperTelligence Inc. He has a Computer Science and Electrical Engineering from the University of California, Santa Barbara.

Program for January 27
The California Space Authority

Honorable Andrea Seastrand
Executive Director

A leader in the inception of The California Space and Technology Alliance (CSTA), Mrs. Seastrand served as its first and only Executive Director from February 1997 until April 2001. Through her visionary leadership, CSTA grew into the current CSA, an organization focused on all four domains of California’s diverse space enterprise community: industry, government, academia, and workforce. CSA provides voice, visibility and a competitive edge for California’s space enterprise, and it has been designated by the State of California as California’s official spaceport authority since April 2001.

25th Anniversary Gala

Plans for the 25th Anniversary Gala for our club proceed. It will be held at the Biltmore on Saturday evening, March 6th, from 6:00 p.m. to 11:00 p.m..

We will have a full meal (menu will be in a future Bugle), complimentary valet parking, no-host bar and a photo-montage of club memories courtesy of Bill Abel.

Music will be supplied by local DJ Jeff Brown and the dance floor looks great! The cost for this very special occasion is $75 per person ($16 will be credited to active members for dark Wednesday’s meal).

We are looking for sponsors to help with funding some of the extras, including the program and special 25th Anniversary pins for our members - they look really cool!

Kindly step forward if you or your company could donate $100 or more for the cause. All donors will be highlighted in the event program.

See you all there!

The Committee (aka the Gang of Four): Diana Washburn, Sally Torgeson, Fred Gaeden and Bruce Belfiore
Highlights from Avenues of Service

Community Service: Elings Park Work Day

Please join us for weeding and other maintenance in preparation for the planting of the friendship trees in honor of Scaria Jose and Shehzad (see next page) *

Saturday, January 23, 2010 from 9:00 - 11:00 am
Elings Park, Rotary Club of Santa Barbara Sunrise Centennial Picnic Area

*Tree Planting and Dedication will take place on Tuesday, January 26 at 3 PM
Karen Kawaguchi

Membership Service: Rotary Awareness Quiz

If you missed the last meeting, January is Rotary Awareness Month. In observance of this we will be testing your knowledge of Rotary trivia at the January 20th meeting. A quiz will be placed at each place setting for everyone to complete by 7:30. Prior to the raffle drawing, we will tabulate the quizzes and those at the table with the most correct answers per person will receive prizes - you may want to be particularly selective of who you sit with next week. All questions will be pulled from the information provided in a handout distributed at the January 13th meeting. If you missed that meeting or forgot to take your copy, the handout has been included here. Good Luck!
See supplement on Rotary Information sent with this Bugle
Dennis Johns

New Generations Service: Ethnics Forum

This week the committee for the Ethics Forum met.
We want students from all the area high schools to participate in the forum this year.
San Marcos, El Puente, Dos Pueblos and Santa Barbara schools are on board.
Still unconfirmed are Carpinteria and Laguna Blanca. Bishop has declined but we are still pursuing them.

Does anyone have contacts at either of these schools?
We would like to be able to directly contact someone at the schools.
Other committee members are working though the Carp Rotary Clubs for Carpinteria High but we need a name to contact at Laguna Blanca.

David Velarde
You are cordially invited to a reception

honoring
DGE Scaria Jose
D3211, Rotary Club of Changanacherry, Kerala, India
and his wife Sumam

and

DGE Shehzad Ahmed
D3272, Rotary Club of Lahore Garrison, Pakistan
and his wife Dr. Maimoona Ali

and celebrating our international friendship
and ongoing collaboration on Rotary projects

Tuesday, January 26, 2010
5:00 – 7:00 p.m.

at the home of
Luz Maria Ortiz and E. Russell Smith
5891 Via Fiori, Goleta, CA 93117

No reservations needed.
For information,
(805) 964-4569 or erussell@smithandortiz.com
Welcome by Sister Christine

• Greeters: Colin Stephens and Eric Ryan; Invocation: Don Bennett; Sergeant-at-Arms: Greg Gorga

Club Announcements:

• District Governor Luz Maria and E. Russell Smith will host a reception for DGE Scaria Jose of Kerala India, and DGE Shehzad Ahmed of Lehore Garrison, Pakistan, and their wives, at their house on January 26. These esteemed Rotarians will visit the club on January 27.
• Bell ringer captain Don Bennett announced that on the Saturday before Christmas, the club volunteers collected $993.88, and that our club grand total for the season was $2376. Congratulations to our volunteers, including Ukulele players, pets, spouses, and children who helped in this endeavor.
• Janet Napier announced that those who are interested in participating in the trip to Celaya Mexico will meet on Tuesday January 12 to discuss arrangements.
• Tim Marme announced that the proof of the Golf tournament flyer is available. Sponsors are needed.

Pay and Tell

• Bruce B noted that Wednesday is the Feast of Biffana.
• E. Russell proudly noted that he and Luz Maria wed on January 7, 1994. Happy Anniversary.
• Also noted was the Johns anniversary (36th) and Burt Chortkoff has been a member since 1994.
• Bill Boyd announced that U. of Iowa won a bowl game.
• Tim Marme admitted to buying a new car of the SUV type.
• Nancy Alexander asked for a travel pass to Brazil. Granted.
• Greg Gorga told us that his planned trip to Europe stopped in Washington D.C. because of the SNOW.
• Steve Kally said his son, who until now had been a straight A student, received a B!

Raffle: none

Program: “The Final Inch”

Sister Christine explained that in conjunction with today’s program, the club would have the opportunity to purchase for $5.00 a “stop polio now” wristband. At the end of the meeting, it was announced that $335 had been raised. The program is “The Final Inch”, the story of Rotary International’s push to eradicate polio. This documentary was nominated for an academy award. The video showed the problems that are encountered by volunteers and staff in convincing parents and villagers that immunizing their children against Polio is in their best interest and also in the best interest of their community.

Welcome Visiting Rotarians and Guests

• Tom Putnam from UCSB
  Guest of Sandy Grasso-Boyd

• Andrew Chung
  Guest of Betsy Munroe

• Byron Elton
  Guest of Sister Christine
**Club Meeting Highlights**

**January 13, 2010**

**Note:** January 15 Minutes will appear in our next Bugle

---

**Program**

Andreea Serban, PhD.  
Superintendent/President  
Santa Barbara City College

---

**Duty Roster for 01/20/10**

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greeter One:</td>
<td>Steve Boehm</td>
</tr>
<tr>
<td>Greeter Two:</td>
<td>Burt Chortkoff</td>
</tr>
<tr>
<td>Invocation:</td>
<td>Nancy Alexander</td>
</tr>
<tr>
<td>Flag Salute:</td>
<td>Gillian Amery</td>
</tr>
<tr>
<td>Sergeant at Arms:</td>
<td>Diana Cecala</td>
</tr>
<tr>
<td>Raffle:</td>
<td>Darren Doi</td>
</tr>
<tr>
<td>Set Up:</td>
<td>Dennis Johns, E Russell Smith</td>
</tr>
<tr>
<td>Scribe:</td>
<td>Sherrie Fisher</td>
</tr>
<tr>
<td>Introduce Speaker:</td>
<td>Joanne Orenstein</td>
</tr>
</tbody>
</table>

---

**Duty Roster for 01/27/10**

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greeter One:</td>
<td>Joel Ungar</td>
</tr>
<tr>
<td>Greeter Two:</td>
<td>Angela Stephens</td>
</tr>
<tr>
<td>Invocation:</td>
<td>Joe Weiland</td>
</tr>
<tr>
<td>Flag Salute:</td>
<td>David Velarde</td>
</tr>
<tr>
<td>Sergeant at Arms:</td>
<td>Ed Fleming</td>
</tr>
<tr>
<td>Raffle:</td>
<td>Jerry Smith</td>
</tr>
<tr>
<td>Set Up:</td>
<td>Dennis Johns, E Russell Smith</td>
</tr>
<tr>
<td>Scribe:</td>
<td>Sherrie Fisher</td>
</tr>
<tr>
<td>Introduce Speaker:</td>
<td>Joanne Orenstein</td>
</tr>
</tbody>
</table>
Rotary Meeting Photos

Ed enjoys taking photos

So nice to have Jane back

Bill talks about Montreal

Scot on the Ukulele Lessons

Steve on the Golf Tournament

Gary tells about his bow tie

Don takes a punch for Frank

Bill has his own photo taken

Photos by Bill Abel

Tuesday Happy Hour at Crocodile Restaurant

Crocodile Restaurant is located in the Lemon Tree Hotel located on corner of State Street and

Happy Hour is from 4 - 6 p.m.
Dinner served all evening

Coordinator: Joanne Orenstein
I want to encourage Santa Barbara Sunrise Rotarians to join Sandy and I in attending the 101st Annual Rotary International Convention in Montreal, Canada, 20-23 June 2010. If you've never been to an international RI convention, just ask a fellow Rotarian who has, and be inspired to make this your first. The convention offers many opportunities to make international friends, to have fun and come away thoroughly inspired about what Rotary accomplishes in the world.

The conference features world famous speakers who share their inspiring personal stories of service above self. This year’s exciting speakers are:

- **Greg Mortenson**, best selling coauthor of “Three Cups of Tea” and recently released “Stones Into Schools”, who developed more than 130 schools, most of them for girls, in war-torn Afghanistan and Pakistan.
- **Dolly Parton**, international music star and philanthropist. The Dollywood Foundation’s Imagination Library and partners have been donating books to pre-schoolers since 1996.
- **Jo Luck**, president and CEO of Heifer International, an organization that has assisted 10.5 million families in 125 countries through gifts of livestock, agricultural education and micro-loans since 1944.
- **Bob Mazzuca**, chief executive, Boy Scouts of America, one of the largest youth oriented leadership development organizations in the United States.

One of our favorite activities is visiting the House of Friendship where you can meet Rotarians from all over the world who set up booths to share their project successes or needs.

In addition through many planned breakout sessions and interactive discussion groups, you can receive leadership training, sharpen your skill set, and hear in depth presentations on various Rotary programs and topics.

Montreal is a beautiful world class city with inspiring architecture and quaint French charm. It is a truly fun place to visit and is a family-oriented city with parks, museums, and Cirque du Soleil. Montreal has a storied history and is an amalgam of many cultures. It’s known for its food, public art and many festivals — including the Franco Follies before the convention and its famous International Festival of Jazz afterward.

To learn more about the convention, register, reserve rooms and learn about the events and tours go to: the full program [www.rotary.org/convention](http://www.rotary.org/convention)
To find out more about Montreal: [http://www.tourisme-montreal.org/](http://www.tourisme-montreal.org/)
Air Canada and its Star Alliance partners are offering travel discounts
The Early Bird Bugle is a biweekly publication of the Rotary Club of Santa Barbara Sunrise.
PO Box 50355
Santa Barbara, CA 93150

Editor
Sandy Grasso-Boyd
sgrasso38@cox.net

Proofreader: Karen Kawaguchi

Photographers
Bill Abel
Diana Washburn

Submissions to this publication are welcomed and would be appreciated as Word, PDF, or JPEG documents to sgrasso38@cox.net by the Saturday before the edition.

Make Up at a Rotary Meeting!

Where Group 8 Clubs Meet

Tuesday
12:00 Noon Montecito Club
Meets at the Montecito Country Club (Emilio's Restaurant beginning December 8)
11:45 AM Goleta Noontime
Meets at the Elephant Bar
6:30 PM Goleta Evening
Meets at the Elephant Bar

Wednesday
7:00 AM Santa Barbara Sunrise
Meets at the Santa Barbara Club
7:00 AM Carpinteria Morning
Meets at the Carpinteria Women’s Club

Wednesday cont.
12:00 Noon Santa Barbara
North
Meets at Harry's Plaza Cafe

Thursday
12:00 Noon Carpinteria
Meets at Lions Park Community

Friday
12:00 Noon Santa Barbara
Meets at Fess Parker Doubletree

Programs

★
Jan 20
Robert Reali
“TrueVision”

★
Jan 27
Hon. Andrea Seastrand
California Space Authority

Calendar of Events

★ Thursday Jan 21
Fiddler's Committee Meeting

★ Saturday Jan 23
Elings Park Work Day

★ Tuesday, Jan 26
District Governor’s Reception
Friendship Tree Planting

Celebrations

Happy Birthday 🎉

Jane Watkins 1/13
Betsy Munroe 1/29

Happy Anniversary 🎉

1/18 - Connard Hogan and Janet Napier
1/21 - Tom and Raquel Heath

Club Anniversary

Burt Chortkoff.....1/03/93 -16 yrs.
Jane Watkins..........1/10/07 -3 yrs.......
January - Rotary Awareness Month

Paul Harris & The First Rotary Clubs

Paul Harris, founder of Rotary International had something of a misspent youth. If he lived in today’s America, he could have been arrested for at least one of his activities: cock fighting. He was not a model student, expelled from more than one school. He finally graduated with a JD from the University of Iowa after a lengthy personal quest to find himself. He was raisin packer, a teacher at LA Business School, a ranch cowboy, an actor in Denver, a reporter for the SF Chronicle, and a marble co. salesman. That Paul Harris even conceived of such a thing as a fellowship club is in itself amazing considering the city environment in which he was living. Upton Sinclair wrote the book, The Jungle. He described Chicago as "a great sore of a city" in the early 1900’s. Growing up in a small town, Wallingford, VT, Paul Harris discovered the values of a small town community and fellowship. He clearly missed those values living in Chicago. The original Rotary Club included an engineer, a coal dealer, a lawyer and a tailor. The Rotary name had a less than deeply profound conception. The four members decided to rotate offices for meeting venues and thus from this rotation the name Rotary emerged. After Chicago, the next 2 cities forming a Rotary Club were San Francisco & NYC. The first Rotary club outside the US was formed in Winnipeg, Manitoba, Canada. Although his brain child, it took two years to convince Paul Harris to accept the presidency. Membership attrition has been a problem from the very beginning. Of the four original Rotarians only two remained members of that first club.

Rotary Growth & Evolution

Birmingham, England was the 100th RI Convention. The first was in Chicago. The first RI Convention outside the US was held in Edinburgh, Scotland. The current RI President, John Kenny, is from Scotland. The 2010 Rotary Int’l Convention will be in Montreal, Canada. The first donation to RI President, Arch Klumph’s Rotary Foundation proposal was made in 1917 by the Rotary Club of Kansas City, MO. Four is an important number in Rotary. Four original members, four parts to the Rotary Four-Way Test, four parts to the Object of Rotary and there are four Avenues of Service. By 1922, Rotary had become an international organization, so the name was officially changed to Rotary International. The Great Depression still stands as this country’s worst economic setback. The impact to RI’s was not what you might expect: increased membership and donations. 1942 RI convened a conference to discuss the post-war era in hopes of establishing int’l education and cultural exchanges. This inspired the founding of United Nations Educational, Scientific, and Cultural Organization (UNESCO). As the war was winding down, 49 Rotarians participated in the drafting of the United Nations charter. Designed to assist students in advanced studies, The Paul Harris Memorial Fund was established upon his death. This was the precursor to the Ambassadorial Scholarship program. The Four-Way Test was drafted by Rotarian Herbert Taylor and adopted by RI in 1943 and the motto, “Service Above Self” was adopted in 1950. The 60’s brought several Rotary Programs such as Interact and later Rotaract. Funding for the Group Study Exchange program was established in this decade as well as the matching grant program for international service programs by individual clubs, ushering a new era of intense international activity by Rotarians. TRF funded a polio immunization effort in the Philippines in 1979 which became the precursor to the establishment of the Polio-Plus program in 1985 which was to fund the world-wide eradication of polio. 122 countries had endemic cases of polio in 1985. Today only four countries remain. Once the US Supreme Court ruled that Rotary clubs can not exclude women by virtue of their sex, women worldwide were invited to join Rotary in 1989. Carolyn Johns Worth was the first female member of the Rotary club of Honolulu in 1990. Catherine Noyer-Riveau of Paris, France begins her term in 2008 as the first woman elected to the RI Board of Directors. For the last several years, RI presidents have been consistent in their focus: World challenges include health, hunger, poverty, illiteracy and clean water. Rotary is the oldest service organization; largest non-governmental organization. Rotary worldwide has over 1,234,527 members, over 33,000 clubs in over 200 countries.

Rotary Club of Santa Barbara Sunrise

RC of SB Sunrise chartered in 1985. Our club is one of eight clubs in the Group 8 of District 5240, Rotary Zone 26. District 5240 ranks 5th in the world in TRF donations. The purpose of the Classification system in identifying members is to promote diversity in each club, not for the exclusion of anyone. The Club Bylaws and the Club Traditions are two documents defining the club’s operations. The Club Traditions are reviewed and renewed annually. The Rotary Club of Santa Barbara Sunrise Charitable Foundation exists as a separate entity/organization. Formed in 1993, its board of directors is made up of club members. This organization is the recipient of proceeds of fund-raising efforts of the club and distributes those funds for community and international humanitarian services following guidance and recommendations from the club board.