

ROTARY CLUB OF SANTA CRUZ OFFICERS 2023 - 2024

President Angelo DeBernardo
Secretary Ian Mackenzie
Treasurer Ian Mackenzie
Sergeant-at-Arms Bob Ciapponi & Jim Zenner
President Elect Jill Stone
Program Coordinator Jill Stone

DIRECTORS

SENIOR DIRECTORS

JUNIOR DIRECTORS

Heather Gorley..... Wendi Hammang - 1st Qtr. Programs
Traci Bliss..... Wes Walker - 2nd Qtr. Programs
Jim Weisenstein..... Matt Falconer - 3rd Qtr. Programs
Bob Davidson Ashley Thomson - 4th Qtr. Programs

CLUB SERVICE - Heather Gorley

Attendance Bill Bonsall
Bulletin Ashley Thompson, Gallaham Zuanich,
Debbie Robinson & David Terrazas
Classification Ian Mackenzie
Club Drawing Joel Miller
Detective Shelli Strahle
Historian Marv Jensen
Invocations Kasey Hinchman
Membership Background Gary Reece
Red Badge Advisor / Membership Development .. Chris Murphy
Sarah Madsen
Music Michael Harrison & Sam Bishop
Photographer Donna Maurillo
Public Relations Jill Stone
Rotary Information Gary Reece
We Care Janet Krassow
Web Master Peter Huemer
Song Master Jan Derecho
Fellowship/Greeter Michele Costa

SPECIAL EVENTS

Club BBQ John & Linda Burroughs
Fundraiser Jill Stone
Holiday Program..... Wes Walker

ROTARY CLUB OF SANTA CRUZ COMMUNITY FUND

President Erik Dybdahl
Secretary/Treasurer Ian Mackenzie

Create Hope in the World

www.santacruzrotary.com

COMMUNITY SERVICE - Traci Bliss

Benevolence and Grants Fred Gawlick
Community Project Traci Bliss & Fred Gawlick
Senior Citizens Jeanette Pagliaro
RotaCare Larry Fogelquist
Salvation Army Bell Ringers Sam Bishop
Beach Clean Up Donna Maurillo
R.Y.L.A. Molly Parks & Jim Courtright
Interact Molly Parks & Kris Munro
Rotaract Annie Asche
Speech Contest ...Bob Bosso, Peter Dean & Elizabeth Hammack
Club Youth Service Chair Michele Costa
Club Youth Protection Officer David Terrazas

VOCATIONAL SERVICE - Bob Davidson

Club Directory Ian Mackenzie
Career Planning Bob Davidson
Magazine Bob Davidson
Academic Scholarships Richard Beach
Vocational Scholarships Michael Harrison

INTERNATIONAL SERVICE - Jim Weisenstein

Club Directory Jim Weisenstein
Career Planning Annie Asche
Youth Exchange David Terrazas
Sister City Coordinator David Terrazas

ROTARY CLUB OF SANTA CRUZ ENDOWMENT

President Linda Burroughs
Secretary Donna Maurillo
Treasurer Ian Mackenzie

ROTARY INTERNATIONAL OFFICERS 2023 - 2024

President Gordon R McNally
District Governor 5170 Hung Wei
Assistant Governor, Area 7 Kristen Fabos
International Convention Singapore

CLUBS OF SANTA CRUZ COUNTY

Scotts Valley Mondays 12:15pm
Freedom Go to www.freedomrotary.org for meetings times
Watsonville Elks Club Wednesdays 12:15pm
Santa Cruz Sunrise DeLavega Golf Course Thursdays 7:15pm
Capitola / Aptos Seascape Golf Club Thursdays 12:15pm
San Lorenzo Valley Scopazzi's Thursdays 7:00pm

CLUBS OF SANTA CRUZ COUNTY

ROTARY SPOKES

P.O. Box 497 - Santa Cruz, CA 95061

Meets Friday at 12:15 pm

The Elks Lodge - 150 Jewel Street

Create Hope in the World



June 7, 2024

President - Angelo DeBernardo

Editor - David Terrazas

**Grey Bears
Jennifer Merchant**

Grey Bears programs nourish, engage, and socially connect thousands of Santa Cruz County seniors. Executive Director, Jennifer Merchant, previously served as the deputy county executive officer in Placer County, community manager of The Sea Ranch Association, and executive director of the Truckee North Tahoe Transportation Management Association, shaping environmental, land use and economic development policy in collaboration with state, federal, and local agencies.

Programs - Ashley Thompson

Invocation - Tom Castillo

Detective - Joel Miller

Announcements:

Guests this week: Derek, w/ **Esther and Susan** from the Community Music School.

New members (Buzz Anderson, sponsored by **Linda Burroughs**), David Smith (also sponsored by **Linda**) – both are red badges.

Fred Gawlick introduced B&G recipient. Susan who has led the Community Music School since 1992. The school offers Summer camps for all ages, including adults! Our B&G Grant will help fund beginning music classes.

Annual Service Project – The Veterans Memorial Building courtyard is complete and out sign will be installed at ribbon cutting June 7 at 4pm. All are welcome to join!

Also, Wes Walker is Exempt!



Last Meeting May 31, 2024

Invocation: Traci Bliss - Follow up to Memorial Day. She shared that she loved driving Paul Sweet Road and seeing the work the club does to put up the flags. This provided a perspective for the Meaning of service - Finding yourself and

losing yourself in the service of others. No one has ever become poor by giving. Do your little bit of good where you are - those little bits overwhelm the world!

Raffle: John Huffman's ticket was selected as an early birthday gift this week! **John** won a gift card and wine! This week's raffle prize was generously donated by **Erik Dybdahl**.



Detective Report: Jim Zenner Putting in his own \$100 out for all the Rotarians who put up the flags at Oakwood on Monday. **Jim** expressed feelings about nostalgia thinking about family. Born into family and then seeking out the family we "choose." **Jim** found this family in Rotary. **Jim** called out **Annie Asche**, when she talks to people about joining the club, two things I mention: *Water projects and Scholarships!* Two more to call out: **Ralph Miljanich** - instrumental in success of Water Warriors project! **Janet Gluch** - 15 trips with Rotary: water and eye glasses, internet for schools, and feminine hygiene. President **Angelo**: big thank you to him and his "panache." What about the other 40

past presidents? 1/3 aren't here anymore. 1/3 didnt respond to Jim's email. The other 1/3 he's asking them to share a highlight about their presidency today:

Sam Bishop, highlight of his year was being thrown into the Elk's Lodge pool! **John Huffman**, president during 1989, Loma Prieta earthquake, big hand in rebuilding downtown and raising a lot of money for that effort. **Marv Jensen**, followed **John Huffman's** year and kept the relief effort going for downtown. **Steve Karon**, gyrating to Surfing Safari thinking they were shredding the lane. They were hypnotized!!!! Literally hypnotized. Hilarious! **Wes Walker**, has been president twice! Three highlights, most kickass party "Round up" at Coconut Grave. Rotary International trip to Canada (road trip with his parents). Then bringing back to Elk's from Back Nine!



Program: Orion Melehan, Co-founded Santa Cruz based LIFE AID, sports recovery drinks. Born and raised in Scotts Valley. UCSB grad, met his wife, then moved his family back to SV. Was a certified Financial Planner during the financial crisis. Digging himself out of a

hole at that time, he became open to new opportunities. In 2009 he started Cross-fit, with Aaron Hinde and thought there had to be a better way, a better beverage for recovery. Focused on single target market: golfers. High income, well-educated, who understand health necessity. Started with Delaveaga and then expanded to 600 golf courses and then gyms. Trainers became influencers and "reps" - Whole Foods buyer from Rocky Mountain region in CO called and wanted product. Started scaling, building sales team, opened up Walmart, Sprouts, etc. Went to Australia, New Zealand, South Africa, scaling through gyms in those countries. Great incubation/trial for the brand. About 70% of revenue comes from online, not brick and mortar. Led with this idea: *Follow the laws, but break the rules.* After starting with \$60K, now has \$250M in lifetime revenue this year!

Club Calendar

Birthdays:

06/04 – John Huffman

06/17 – Peter Huemer

Wedding Anniversaries:

06/12 – John & Sydney Brokaw–69 years!

Club Anniversaries:

06/01 – John Ritchey III – 51 years!!

06/05 – Jeanette Pagliaro – 15 years.

06/09 – Lawrence Wolfsen – 35 years.

Upcoming Program: June 14, 2024 **Mountains2Sea – Jamey King**

6/14 Detective – Sharon Caiocca

6/14 Invocation – Ceil Cirillo

6/14 Raffle – Val Macken