

THE MILL WHEEL



Rotary Club of Mill Valley
Founded June 7, 1926 • "Service Above Self"
March 8, 2016 • Volume 89, Issue #33
<http://millvalleyrotary.org>
District Web Site: www.rotary5150.org



GREETER

■ **Larry Davis** led the Club in the Pledge of Allegiance. His quote for the day was from **Albert Einstein**: "The devil has put a penalty on all things we enjoy in life. Either we suffer in health or we suffer in soul, or we get fat." Did Larry pick that quote with a nod to today's program topic?

PRESIDER

■ **President Ken Brooks** called the meeting to order. **Ken** noted the full house today and was surprised to learn that there were no guests pumping up attendance. **Ken** announced that **PP Burnett**

Tregoning was the generous benefactor who brought the wine for our lunch today in honor of our program. **Burnett** strongly suggested that club members make an extra donation to the Polio Plus jar in return.

ANNIVERSARIES

■ **PP Doug Scherf** is off celebrating his anniversary somewhere, but not at Rotary. Congratulations, Doug.
■ **Howard Harker's** club anniversary is this week, but Howard was out today.
■ **Don Bowden** also has a club anniversary, having joined this week in 2014. **Don Herzog** was Don's sponsor, and it was an

invitation to the annual holiday party that sold him on joining. Don's best Rotary memory is of **Donna D'Acuti** singing her rendition of the Happy Birthday song.

DICTIONARIES

■ We are in the middle of delivering over 400 dictionaries to all Mill Valley 3rd graders. **PP Bob Canepa, Heidi Duckor, Burnett, Margareth Tanner, and Ken** had a lot of fun making the delivery to Old Mill School. However, **Cyndi Moore** DESPERATELY needs help with upcoming deliveries. Please contact **Cyndi** at cyndimoore@aol.com or



► Third Graders at Old Mill School pose with their new dictionaries after their presentation yesterday. MV Rotarians participating in the ceremony stand at back along with the three Third Grade teachers.

DICTIONARIES (Cont'd)

415-987-1324 if you can help on Friday March 11 at 2:00 (Strawberry), Wednesday March 23 at 1:15 (Edna Maguire), or Wednesday March 30 at 12:40 (Tam Valley). This is a major club project and Cyndi needs your help.

ANNOUNCEMENTS

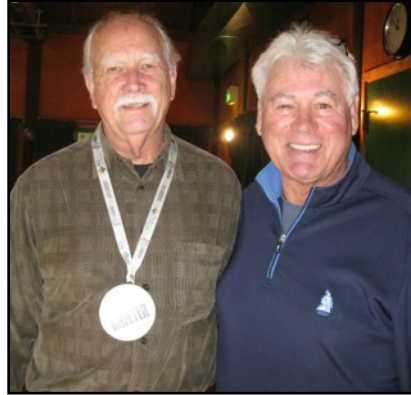
■ One of Mill Valley's community mainstays, Mill Valley Market, will contribute 2% of your purchase to Rotary projects if you mention the Club prior to checkout. This is great support for our community, and if we all remember to ask, the dollars and cents will add up.

■ **Ken** reminded us to look for and read the District Newsletter. One of the tips from this month is to wear your Rotary pin and be ready to give the Rotary pitch (friendship, business, accomplishments) when you are asked about it.

■ **PP Bob Canepa** reminded us of next week's program to be presented by **Oak Dowling** on Bernie Madoff. There's sure to be lesson in there somewhere.

■ **VP Kent Campbell** reminded the club of the District Assembly at Redwood High on Saturday March 19. Kent will be presented as our incoming President, and it would be very embarrassing for our club to be under represented (and out cheered) at this assembly in our back yard. Our club pays the registration fee, which must be done on line at the District website.

■ "*Rotary Means Business*" is coming up on March 23rd at The Cantina here in Mill Valley. This is a social opportunity to meet Rotarians from other clubs and network your business with others in addition to having a good time and some great margaritas.



► **Greeter Larry Davis gets a big smile out of Steve Miller.**

■ Our great program chair, **PP Bob Canepa**, announced that our meeting on April 12 will host a Marin County Supervisor Candidate Forum. With the League of Women Voters in charge, this will be a very informative event and a good time to bring a guest. Just let Bob know if you plan to bring a guest.

GOOD TIMES

■ **Roberta Keller** had a good time as a guest of **PP Jim Simkalo** at the Rotary Club of San Francisco #2. After a wild ride into the city (Jim drove) and free parking (courtesy of Roberta's handicap placard) they heard a rousing and humorous address by past RI President **Cliff Dochterman**.

■ **VP Kent** attended the Rotary PETS (President Elect Training Seminar). Not only was it a great event, the Hawaiian delegation presented leis to everyone (not quite the way Kent explained it).

■ **Dan Hatch** had 7 weeks of Rotary good times attending the Sunrise Club of Honolulu while entertaining guests and working on his house in Hawaii. Dan reminded us that visiting other clubs is a wonderful part of being a Rotarian.



**Support your community.
Donate Blood.**

Blood Centers of the Pacific provides blood to more than 50 local hospitals.

Mill Valley Unites - Mill Valley Gives **BLOOD DRIVE**

Saturday, April 2, 2016, 9:00 AM - 1:00 PM

Location: Bloodmobile at Walgreen's
227 Shoreline Highway, Mill Valley, CA 94941

Please visit www.bloodheroes.com Click "locate a blood drive" and enter sponsor code: Mill Valley or call **Richard Simon** at (415) 295-9600 to schedule your life-saving appointment.

MORE GOOD TIMES

- **PP Ed Marshall** reminded all that income from good times is needed to fill the club's coffers. He then proceeded to report that all things lined up for a good time on the ski slopes last week.
- In keeping with today's program topic, **Donna D** was having a good time feeling good about her upcoming art show at "Etcetera Wine Bar" on Valencia Street in SF.
- **Cyndi Moore** had a good time hosting her granddaughter's birthday party last week. She thought about a bell ringer, but after the party and a very generous gift to her granddaughter's college fund, she had to rethink that idea.

PROGRAM

- **PP Bob Canepa** raised a toast to Burnett for bringing today's wine and then introduced **Tina Vierra** of *Wines and Vines* magazine, which is the largest media publication serving the wine industry in North America. Her program was "The Wine Industry On Your Doorstep."
- Tina presented a trove of interesting facts about this \$2.5 billion industry. There are over 8,700 operating wineries in the US, over 4,000 in CA, and 1,126



► **Anyone remember the story about the fox guarding the hen house?**



► **President Elect Kent** with famous Rotarian **Cliff Dochterman** at the recent **Far West PETS (President Elect Training Seminar)** held last weekend in the Bay area. Mr. Dochterman, a Past President of Rotary International, is a regular speaker at PETS, and you can tell by looking at him that he has plenty of amusing stories to tell.

in Napa. Most are quite small, with 75% making less than 5,000 cases per year.

Although not often thought of as such, wineries are really farms and are classified as commercial food producers.

Wine sales are growing, particularly the premium segment, due to a good economy, higher quality grapes being grown, an acceptance of red blends, and direct to consumer sales.

Wineries have challenges ahead, such as competition from craft beer, how to use social media to get millennials excited about wine, disease and pest management, counterfeit wines, and of course, water (some areas are impacted much more than others.....Napa not so much).

As Tina concluded her program to great applause, President Ken presented her with the club's customary bottle of wine. Coals to Newcastle?

NEXT WEEK

March 15: Oak Dowling will talk about *Bernard L. Madoff and the Largest Financial Fraud in History*. Madoff committed the largest financial fraud in history with losses totaling over \$65 billion. In 2008 he was sentenced to 150 years in Federal prison. In the mid-1960s, Bernard Madoff tapped money at exclusive country clubs with the promise of steady guaranteed returns on their investments. He then set his sights on Europe and Latin America, brokering deals with powerful hedge fund managers and feeder funds from Buenos Aires to Geneva. Next it was charities and union retirement funds. Billions of dollars were channeled to Madoff's investment firm, and his feeders became fabulously wealthy. The competition wondered how the man could

produce such steady returns in good times and bad. There were allegations that Madoff was front-running or operating a Ponzi scheme, which the SEC investigated several times over the last two decades. But Madoff remained untouched until December 11, 2008, when he admitted it was all one big lie.

CLUB CALENDAR

March 19: *District Assembly* at Redwood High School. Sign up on the District website: www.rotary5150.org

March 22: **Jack Hunt** will be our speaker. His presentation: *Collector & Classic Cars*. Jack is the owner of Jack L. Hunt Automotive in San Rafael. He is an automotive expert and collector.



► **What's this—our guest speaker drinks iced tea?**

March 23: *Rotary Means Business* will be hosted by Mill Valley Rotary at The Cantina restaurant. This is the first time we will have sponsored this networking event, which attracts Rotary colleagues from various

parts of Marin. See **President Ken** for details.

March 29: *The Liars Club* strikes again! **Elizabeth Suzuki, Suzanne Irwin-Wells, Dick Spotswood** and **Leo Yang** will do their best to befuddle, trick, confuse and fool us with their clever distortions and manipulations of the truth.

April 5: Wildlife conservationist **Chris Austria** (www.ChrisAustria.com) will speak on *Wildlife of Ethiopia, Uganda, Rwanda and Chimpanzees of Ngamba Island Sanctuary*.

BURGLARIZE
What a crook sees through

**2015-2016
POLIO PLUS
CLUB GOAL
\$2,000**

**JAR TOTAL
AS OF TODAY:
\$1,230.00**

**2015-2016
SERVICE FUND
(GEORGE HOYLE)
GOAL
\$10,000**

**TOTAL
AS OF TODAY:
\$6,090.00**

**ROTARY
FOUNDATION
GIVING**

**2015-16 GOAL:
\$14,000**

**TOTAL
AS OF TODAY:
\$11,800.00**

ROTARY CLUB OF MILL VALLEY—OFFICERS & DIRECTORS 2015-2016

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President Elect: Kent Campbell
Secretary: Raymond Palmarini
Treasurer: Stephanie Ricardo
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Program Committee: Bob Canepa & Elizabeth Suzuki