President’s Message

It’s an honor to be chosen to serve you and this beautiful community as President of the Rotary Club of Santa Ynez Valley 2012-2013. I am excited by the possibilities and opportunities for service and ask you to join me in our efforts to make positive and lasting differences in the lives we are blessed to touch.

"Peace Through Service", the theme of the 2012 - 2013 Rotary Year suggests that through our international humanitarian efforts, we can foster cooperation and peace among the nations and peoples served by our collective efforts. At the same time, our individual efforts toward furthering the ideals of Rotary International and through our Service, should provide each of us with a sense of satisfaction and Peace.

The 2012-2013 Board of Directors met in July to identify some goals for the year adopting this theme, "Peace Through Service" Some of the goals identified are highlighted below.

1) Unite our members and build a stronger foundation in which to grow and attract new members
2) Promote peace and tolerance in our club, if there is an incident or issue which is disruptive to our club or causing a division in our club, the board will take action to try to resolve the issue quickly.
3) Grow our membership, look at new and innovative programs to attract younger and working members
4) Look at our community grant giving guidelines and create an application deadline
5) Provide more Rotary Education at meetings  
6) More "hands on" projects during our regular meetings instead of a speaker.  
7) Streamline all of our Rotary data, committee information, job descriptions into one site online accessible to all members, such as Club Runner  
8) Re-establish Family of Rotary

I'm fortunate to be able to work with a board of directors comprised of thoughtful, motivated and focused leaders familiar with success, but certainly we could not serve effectively without you, our dedicated membership. With your support, we will continue to both improve and expand the avenues of service to this special place we call home, and beyond.

Thank you for all that you do, and thanks so much for the opportunity to serve you as president. I look forward to a fulfilling year!

Yours in Service,

Tammy Westwood
Now that we’ve heard from our Club President, let’s meet our new District Governor from the Rotary Club of Santa Maria, Breakfast.

**District Governor 5240 Frank Ortiz**

**Frank Ortiz**  
District Governor 2012-2013  
Rotary Club of Santa Maria Breakfast

A member of the Rotary Club of Santa Maria Breakfast since 1998, Frank served as their 20th Club President in 2003-2004. That year, his Club was named ‘Outstanding Medium Size Club’ for District 5240. He held Club offices as Secretary, International Service, Vocational Service, and TRF; as well as their Rotary Centennial Park co-chair. Key leadership positions at the District level include Group Representative and Assistant Governor, each for 2 years; 2008 District Conference Chair; 2009 Foundation Gala Chair; District Personnel Committee; District Governor Nominating Committee; Vocational Service Director; Community Service Director; and Rotary Foundation Area Representative.

Frank holds a Bachelors Degree in Business Management from Saint Mary’s College and a Master’s Degree in Emergency Services Administration from CSU Long Beach. He is a Master PRLS Graduate, and a Charter Member of the District 5240 Paul Harris Society. Frank and his wife, Scottie, are Rotary Foundation Major Donors, and multiple Paul Harris Fellows. The couple has attended 6 Rotary International Conventions and traveled to Mexico, South Korea, and Nigeria in the name of Rotary. In 2007, the Ortiz’s participated on a Polio NID in Nigeria.

In 2005-2006, he was named Group Representative of the Year, and was honored as the Co-District Rotarian of the Year in 2008-2009. The Ortiz’s reside in Santa Maria, where Frank served as the City’s Fire Chief from 1997-2009. He retired in 2009 after serving 33 years in the fire service profession.
A message from Rotary International

Dear fellow Rotarians,

What is Rotary? When I ask Rotarians this question, they often give vague answers. And when I asked myself this question, I had to think about it. August is Membership and Extension Month in Rotary, and I want all Rotarians to be able to send a unified message about what Rotary is and why they joined.

The key to increasing membership is for every Rotarian to be convinced that it's good to be a Rotarian, and to convey that passion to others. In Rotary, we have a tendency to be humble and keep our achievements to ourselves. But we must share them with those around us and with the world.

Every Rotarian has a specific moment that stands out and has a special meaning. Some people refer to this as their "Rotary Moment." I believe it is very important to share this moment with others. Facts and numbers can only go so far, but sharing a personal experience can open doors and build friendships.

That's why I decided to create some sample messages that I call "Rotary Moments." You can use these one-minute and three-minute messages to answer the question "What is Rotary?" in a way that is most personal to you. They will help you talk about the projects you've been involved in, how they've helped your community, and what's been most meaningful to you.

To strengthen Rotary, we need more members. But unless those members are convinced of the benefits of the organization and can share that passion with others, expanding Rotary won't be meaningful.

If every Rotarian is happy about being a Rotarian and spreads the word with a clear, unified message – if every Rotarian around the world can be his or her own PR department – the combined, collective effect will be enormous. These sample messages will help us all clearly communicate our enthusiasm to others. This will lead to an increase in new membership and in member retention.

The messages are available for free download at [www.rotary.org](http://www.rotary.org), and Rotarians can buy other membership materials at shop.rotary.org.

I believe that the purpose of every life is to help others and contribute to society. Once Rotarians begin using these samples, the world will become more aware of how Rotary is helping people live that way. I encourage you to share your Rotary Moment with other Rotarians as well as non-Rotarians.

Sakuji Tanaka
President, Rotary International
Rotary Bingo Tournament
November 10th, 2012
Randy’s Pork Palace
4:30 – 10:00 pm

THE SYV ROTARY CLUB Invites all Valley Rotary Clubs to a combined POLIO Plus fundraiser.

• 4:30 pm–Beer & Wine Early Mixer
• 5:30 pm–Pot Luck Heavy Hors d’oeuvres, coffee and cake.
• 6–Game Bingo format
• Super prizes; 17 prizes in all including a Grand Prize of two tickets to a 49er’s game.
• An evening of fun, fun, fun…and more fun.

For more info. and to reserve, call Mervyn at 805–688–0590 (mdevine9@gmail.com)

All proceeds donated to Rotary International on behalf of participating clubs.
On the lighter side

PARAPROS DOKIANS... are figures of speech in which the latter part of a sentence or phrase is surprising or unexpected; frequently humorous.
1. Where there’s a will, I want to be in it.
2. The last thing I want to do is hurt you. But it’s still on my list.
3. Since light travels faster than sound, some people appear bright until you hear them speak.
4. If I agreed with you, we’d both be wrong.
5. We never really grow up, we only learn how to behave in public.
6. War does not determine who is right, only who is left.
7. Knowledge is knowing a tomato is a fruit. Wisdom is not putting it in a fruit salad.
8. They begin the evening network news with ‘Good Evening,’ then proceed to tell you why it isn’t.
9. To steal ideas from one person is plagiarism. To steal from many is research.
10. Buses stop in bus stations. Trains stop in train stations. On my desk is a work station.
11. I thought I wanted a career. Turns out I just wanted pay checks.
12. In filling out an application where it says, ‘In case of emergency, notify:’ I put ‘DOCTOR.’
13. I didn’t say it was your fault, I said I was blaming you.
14. Women will never be equal to men until they can walk down the street with a bald head and a beer gut, and still think they are sexy.
15. Behind every successful man is his woman. Behind the fall of a successful man is usually another woman.
16. A clear conscience is the sign of a fuzzy memory.
17. You do not need a parachute to skydive. You only need a parachute to skydive twice.
18. Money can’t buy happiness, but it sure makes misery easier to live with.
19. There’s a fine line between cuddling and holding someone down so they can’t get away.
20. I used to be indecisive. Now I’m not so sure.
21. You’re never too old to learn something stupid.
22. To be sure of hitting the target, shoot first and call whatever you hit, the target.
23. Nostalgia isn’t what it used to be.
24. Change is inevitable, except from a vending machine.
25. Going to church doesn’t make you a Christian any more than standing in a garage makes you a car.
26. Where there’s a will, there are relatives.
27. I’m supposed to respect my elders, but it’s getting harder and harder for me to find one now.
4th of July Fireworks

On July 4th our club put on another fantastic family day at the Mission with games, entertainment, food and lots of fun. The final event of the day was a spectacular fireworks display, possibly the best we’ve ever had. Here are some photos of the day.
“I’ll be right back, I have to go home and feed the pigs.”
“Aren’t we photogenic Suzanne”?

On the issue of politics: “Blah-Blah-Blah”.
“Jeff, I think we need one of these”.

“I think I’ll paint my van just like this one”.
Dictionary Project

Every year our Rotary Club distributes over 300 dictionaries to all of the 3rd grade students in the Santa Ynez Valley. The goal is to assist all students to complete the school year as good writers, active readers and creative thinkers by providing the students with their own personal dictionaries. The dictionary is a gift for each student to use at school and at home for years to come. Dick Smullen, the project chair reports that hundreds of letters of appreciation have been received from students, parents and teachers for this gift. This year Dick, Kris Kersten and Bob France handed out 245 dictionaries to the following schools:


“So if you stay in school and study hard, you can grow up to be a good Rotarian like me”.

Sample Thank You letters from students

September 20, 2012

Dear Rotary Club,
My name is Paige. I am a 3rd grader. Thank you for the dictionary. I am happy that I have a new dictionary. You are very nice. I wanted to learn more and I will.
I want to know what the longest word means. See you soon.
Your friend,
Paige Rossler

September 20, 2012

Dear Rotary Club,
I am a 3rd grader at Oak Valley Elementary School. Thank you for the dictionary. I am going to use the dictionary to find meanings of words. Here are some questions: How many people are in your club? How does your club look like? What is your favorite thing to do?
your friend,
Daniel

September 20, 2012

Dear Rotary club,
My name is Riley Varnasap. I am a 3rd grader at Oak Valley Elementary School. Thank you for the dictionary. I can’t wait to learn Spanish language. I am also going to read it and use it with homework. And again thank you for the dictionary. I can’t wait to use it more.
Your friend,
Riley

September 20, 2012

Dear Rotary club.
I am a 3rd grader at Oak Valley Elementary School. Thank you for the dictionary. I have a fun weekend. I am a 3rd grader at Oak Valley Elementary School. I am in Mrs. Mcalister’s room 107. If you want to send me a letter, my address is: 3122 E. 107th St.
I am going to use the dictionary for words I need help with. Then I am going to use my dictionary to learn sign language. Your friend,
Marisa Heredia
Danish Days Fundraiser

Many years ago the Santa Ynez Valley Rotary Club wanted to raise a little money for Charitable Grants in our Community. The Danish Days Committee invited us to have a food booth on the street so that we could help feed our guests and to help add to the festival atmosphere. Our creative club wanted to serve something different. It had to be barbecued on oak fire, it had to be flavorful, it had to be served hot, and it had to be easy to eat while standing and watching the Danish dancers, the parade and the festivities. What we came up with soon became a crowd pleaser . . . . “THE DANISH DAYS HOT DOG” It is a Barbecued Portuguese Linguica Sausage wrapped in 2 heated Mexican Flour Tortillas, then wrapped in tissue and foil and served with Mustard, Catsup, Relish, Chopped Onion and very flavorful Salsa. We have a lot of fun doing this fund raiser.

This year we had 32 people helping to make it a huge success: Ken Andersen, Jay Cerney, Jeff Cotter, Merv Devine, Joe Dugan, Bertha Foxen, Bob & Sharon France, Suzanne Hollrah, Kelly & Dave Hunziker (Boyea), George Johnson, Randy Jones, Lou & Thomas Karpf, Kris Kersten, Ed Kushner, Paul Matthies, Mike & Gloria Murillo, Roger Nielsen, Greg Pensa, Dick Smullen, Jim Vreeland & Friend, Tammy & Allen Westwood, Norm Williams, Deepa Willingham, David Wyatt, Rick & Esther Zander.

“So Kelly, how many of these things do we have to make today”?

“Hey Merv, the foil goes on the outside of the Danish-Dogs, not the inside”. 
“That’s alright Bob, I don’t mind doing all the work”.

“No sir, we don’t serve aebleskiver here”.

“Sorry, no discounts to Rotary Club members”.

“Are these really imported from China”? 
Rotary Meeting Photos
5th Wednesday at Ranch and Reata Roadhouse
“Do you have any pork chops, pork loin, pork roast, or even bacon on the menu”?