



February 2015

Volume 91 No. 5

Members enjoy festive evening at Camellia Inn



The January 27 evening club meeting was held at the Camellia Inn, hosted by Lucy Lewand. Lucy is proud to be part of the longest family-owned and operated Inn in the Healdsburg area

The building that is now the Camellia Inn was built as a home for pioneer Ransome Powell in 1871, who had come to California in 1849 with the Gold Rush. In 1892, Powell built a new home and sold the North Street residence to Dr. J. W. Seawell in 1908. Dr. Seawell established the first Healdsburg hospital in the east wing of his home. It was a five-room sanitarium, called Healdsburg General; a doctor's visit cost \$2.00. Dr. Seawell and his partner, Dr. Frank E. Sohler, were hard-working physicians who insisted on the best equipment and the latest medical technology. The hospital eventually expanded and moved to a new location. The Seawell family retained ownership of the home until 1969. Mrs. Hooper, the new owner, and her twin daughters, kept the gold lettering "Dr. J. Walter Seawell" on the transom window until 1975.

Ray and Delmas (Del) Lewand purchased the home in 1981 and opened the Camellia Inn as one of the first licensed bed and breakfast Inns in the area. Daughter Lucy joined them in running the Inn after completing her Master's in Business Administration from UCLA. Ray and Del were involved in the daily running of the Inn until Del's passing in 2006.

Ray, now retired is still very much a part of the Inn, and delights guests with his vast knowledge of local wineries and the history of the inn. On Tuesday evening, Ray and Lucy led separate groups on tours of several of the rooms. Ray described the Lewand family's many challenges in converting the historic building into a modern inn, and furnishing the rooms, while retaining the building's historic character. One of the greatest challenges was installing separate bathrooms in each of the nine guest rooms. A water tower that was in precarious condition was removed to allow expansion of the building to the rear and the kitchen was enlarged and guest rooms were added. The water tower contained maid's quarters and was believed to be haunted. Since removal of the water tower the Inn is poltergeist free.



Calendar

Meeting Dates:

- Feb. 3:** Regular Meeting 12 noon at Villa Annex. Liz Bippart - Santa Rosa Symphony
- Feb 10:** Regular Meeting at 12 noon at Villa Annex. Phil Luks & Kiwanis Board - Review New By-Laws
- Feb. 17:** Regular Meeting 12 noon at Villa Annex. Lt. Joe Alvarez, Brian Shoopman, & Veronica Velez - Salvation Army, Litton ARC
- Feb 19:** Board of Directors meeting, 6 p.m. Round Table Pizza.
- Feb. 24:** Evening Meeting 6:30 p.m. social time, 7 p.m. meeting at Villa Annex.

Other February dates:

Feb. 7: Steelhead Festival- Lake Sonoma. (see page 5)

The Healdsburg Kiwanis Club meets Tuesday noon at the Villa Chanticleer Annex except the fourth Tuesday of the month is an evening meeting, 6:30PM Social, 7:00 PM Meeting.

For information about the Healdsburg Kiwanis Club Contact Dan or Jan Gianni, Co-Presidents at 836-1615, or 431-1650, 536-8286 (cells) or Phil Luks, secretary at 433-8055

Kiwanis -----Serving the Children of the world

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Healdsburg Kiwanis Club
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OFFICERS 2014 – 2015

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Susan Sheehy, Vice President
Phil Luks, Secretary
Brian Wells, Admin. Treasurer
David Sharer, Project Treasurer
Richard Bugarske, Immediate Past
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Memorial Scholarship Board of Directors

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John (Jack) Brandt
Hunt Conrad
Guy French
Charles Reichel
Ken Scharer
Dennis Stead

The Builder

Happy Birthday

Mario Lucchesi – Feb. 1
Charles Reichel – Feb. 7
Edgar Deas – Feb. 8
Randolph Collins – Feb. 11
George Clough – Feb. 26

Kiwanis Anniversaries

Congratulations to the following members
who joined the Kiwanis Club during the
month of February

Arnold Santucci - 2-21-84
(First Inducted May 1950 and
was member to 1965)
Mario Lucchesi - 2-1-00
Ken Scharer - 2-18-03
Ken Rochioli - 2-28-06
Bob Santucci - 2-2-10
Vern Losh - 2-1-11 (reinstated)

The President's Message

Greetings to all our of Club Members,

As I write this memo this morning, I am amazed by the beautiful and sunny last day of January. I still marvel at northern California winters, after growing up in the bitter cold winters of the Midwest. We should all get out and enjoy this time, even though we pray for rain in this serious period of drought. There is actually hope for rain late next week. Keep your fingers crossed!

By now, hopefully everyone has taken time to complete the membership surveys that were sent out to you. Our membership committee has given their time and efforts to craft a thorough evaluation of what our club is doing right and what challenges we face for improvement. We are excited to have gained new members already this fiscal year and we believe there are more on the horizon. We do have a few members on leave of absence and we hope to see those folks return very soon. If you have not yet done so, please complete your survey, as results should be available and forthcoming in the next month.

Our January board meeting was attended by many more than board directors. We had total of (4) guest speakers as well as two of our newest club members, filling their requirement to attend at least one board meeting. Our full agenda was extremely productive. Donations were approved for North Sonoma County Services, the Healdsburg Jazz Festival music education programs and also for CMOSC, the Children's Museum of Sonoma County. Our sponsorship of the Family Access program at the Children's Museum will put memberships and admission passes in the hands of families in need.

I know that our Vice-President Susan Sheehy and active member Judy Everett are busy working hard on plans for the Palm Sunday, March 29th, annual Pancake Breakfast. Please plan to schedule this date onto your calendars and get ready to roll up your sleeves for another successful and gratifying community event.

Here's to a great month ahead and we hope to see ALL of you soon! Jan and Dan

Special Birthdays



Past presidents sing happy 95th birthday to Arnold Santucci

Patti Roberts (Cloverdale), Loretta Strong, Dick Bugarske,
Roger Dormire, John Bippart, Curt Hahn, Jerry Strong,
Lee Gunnerson, George Diebold, Dennis Gary

Board of Directors Meeting

From minutes provided by Phil Luks

The following are actions taken and items discussed during the Board meeting on Thursday January 22, 2015:

Grant requests and expenditures

- North County Community Services (the only homeless shelter operator in Healdsburg) - \$1,500 for the purchase of a new computer.
- Family Access program at the Children's Museum of Sonoma County - \$2,500 to provide a one-year sponsorship of 5 families and 250 additional free passes to the Museum.
- Healdsburg Jazz Festival's Operation Jazz Band - \$1,000. This is a one-week intensive program in the Healdsburg schools in which professional musicians show how a band and its music are put together.
- Washington D. C. trip for graduating Healdsburg Junior High students - \$3,000 for two students, in the names of Clarence Ruonnavara and Bruno Rotella.
- Tree Lot reserve - \$40,000. This leaves over \$45,000 in project funds available for grants.

Other discussion and action

- Loretta Strong reported on the Membership Committee's activities she noted that 45 members had responded to the survey, and encouraged other members to do so. She also recommended that the Club participate as a sponsor in one of the Chamber of Commerce's upcoming Mixers at the Villa, on August 19, with the Club supplying beer and wine. The Board agreed to do so.
- Loretta also recommended that the Club participate in the Healdsburg Tribune special "Progress" edition, with a spread similar to that showcasing our female members in the "Women in Business" special addition. She noted that the cost would be between \$450 and \$500. The Board approved the Club's participation.
- Approved six-month leaves of absence for Ken Scharer and Bruce Main.
- Accepted the resignation of Steve Jones given his intent to spend significant time away from Healdsburg.

• Meeting Programs

January 6: Ron Collier -Missing In America Project.

Ron Collier, Sonoma County Cremains Officer and State Coordinator for the Missing in America Project was our guest speaker on January 6. The Missing in America Project (MIAP) is a registered 501(c)3 Non-profit Corporation. The project's mission is to locate, identify and inter the unclaimed cremains of American veterans. The Missing in America Project was launched nationwide in January, 2007.



There are an estimated 70,000 cremains of veterans on mortuary shelves throughout the country. Many of the cremains have remained unidentified for many years, some dating back to World War I. Recently two funeral homes provide the program with over 2400 cremains to identify for veteran status. New state laws require every funeral home to provide the information for every unclaimed person. There are still thousands to verify and bury.

Ron, through a great effort over several years, has seen that all unidentified veterans' cremains in Sonoma County have reached their final resting place. He presented a very moving video showing the transporting and interring of Sonoma County veteran's cremains. A group of 125 motorcycle riders escorted the cremains of 35 veterans from Santa Rosa to the National Cemetery at Dixon. A ceremony with full military honors was held and the veterans are at last in their final resting place.



The Ceremony at Dixon

January 13: Jaco Grobbelaar - Broad Vision Marketing.

Jaco Grobbelaar, is the owner of BroadVision Marketing. The company assists business owners and business professionals in developing and implementing inbound and outbound marketing strategies that secure new clients. Although oriented toward business, many of the marketing strategies can also be used for non-profits and community service organizations. Specifically, our club can use the strategies and techniques to reach out to tell people who we are and what we do and attract new members.



Jaco's presentation focused on the new "inbound marketing approach as opposed to the traditional "outbound marketing". Instead of the old outbound marketing methods of buying ads, buying email lists, and praying for leads, inbound marketing focuses on creating quality content that pulls people toward the company or product where they naturally want to be. Specific strategies include online tactics such as social media, eNewsletter, Search Engine Optimization (SEO), SEM, blogging, bookmarking and backlink creation. Offline tactics range from Public Speaking and PR to direct mail and media buys.

The pillars of inbound marketing are content, SEO and social media. One of the most critical elements of inbound marketing is SEO. It is important for people to be able to easily find the message during a web search. SEO should have a solid plan of action to get the site to Page One of Google. Key words and a dedicated web master are critical factors.

January 20: Greg Carter - Formula for New Members

Cloverdale Kiwanian and former lieutenant governor Greg Carter visited our club on January 20 and discussed the Formula for the Future. The Formula is a member-led, multi-year initiative that focuses on Kiwanis members, investing in the Kiwanis experience and ultimately strengthening membership. The Formula is based on a simple premise: When you love something, you want to share it. When something really matters, you want other people to love it with you. This is The Formula: **Love it. Share it. Live it.**



"**Love it**" addresses the fact that Kiwanians have unique reasons why they became and remain members. It asks members to draw from what they love about Kiwanis to talk about Kiwanis with others. The "Love it" concept also applies to clubs that need resources to address challenges and opportunities

to ensure the club experience is the best possible - to ensure they can, indeed, love their club. This is a win for members and for the communities the club serves.

"**Share it**" is what happens when members love their clubs. The "Share it" component of The Formula encourages members to spread the word about their clubs. This applies to word-of-mouth communications, including person-to-person invitations to club meetings, social events, fundraisers and service projects. It also applies to external tools and campaigns that help clubs strengthen membership and it applies to opportunities and resources for opening clubs in communities that don't yet benefit from Kiwanis.

"**Live it**" is what happens when Kiwanis members love their Kiwanis experience and, by sharing it with others, strengthen their clubs and, subsequently, increase opportunities for incredible community service. The "Live it" component of The Formula includes everything from proudly wearing a Kiwanis pin or logo to engaging in club activities - especially community service.

January 27: Evening meeting at the Camellia Inn

See page 1



Happy hour in the Camellia dining room



The meeting comes to order in the living room



Lucy tells all about the Inn

Three Interclub Visits Completed in January

Redwood Empire, Santa Rosa. January 8



Susan Sheehy, Patti Robarts, Redwood Empire president Sandra Moore, Dee Whitehall

Santa Rosa DCM, Saturday Jan 10



Jerry Strong, Susan Sheehy, Beverlee Laird, Loretta Strong, Michael Laird

Sebastopol January 23



Cindy Schwartz, Neal Bertrand, Dee Whitehall, Sebastopol Pres. Paul Scheinberg, Ron Puccioni

Steelhead Festival

The annual Steelhead Festival will be held at Lake Sonoma on February 7. A Kiwanis crew headed by Denny Stead will be cooking garlic fries and corn dogs for sale along with soft drinks and water.

The Builder - -- KIWANIS CLUB OF HEALDSBURG

\$\$ Happy/Sad \$\$

Veronica Velez happy for a new GED instructor at the Salvation Army ARC.

Susan Sheehy happy for her new red VW Jetta. Also happy to have spent the New Year at Yosemite where the temperature was 24°.

Harry Jackson happy that all 52 coffee cans collected and painted for the Christmas Tree Lot disappeared. He has started collecting for next year. Please save your cans and bring to meetings.

Denny Stead happy to have saved a fox caught in a fence and gotten free Kiwanis publicity. He was wearing his jacket with the large Kiwanis logo on the back and after he freed the fox, a passerby came up and said "You Kiwanis guys do everything!"

George Clough happy to present certificates of appreciation to Salvation Army ARC men who helped at the tree lot. The men were extremely appreciative of the awards.

David Jones happy he and his wife received an award from the Healdsburg Museum recognizing their great effort in restoring their Greek revival home on Mason Street. It is the second oldest house in Healdsburg.



Rich Thomas happy for an enjoyable a stay in New Zealand. Second happy \$ to be home.

Denny Stead sad that Ken Sharer has taken leave of absence. The tree lot leadership will need to be addressed.

Cindy Schultz happy to attend the interclub in Sebastopol and meet her membership requirement.

Dan Gianni sad to have hip surgery scheduled for January 30 and will miss two meetings during *recuperation*.



Darlene Prigmore, Rick Wood and Andy Smith celebrate their birthdays at the Camellia Inn

**HEALDSBURG KIWANIS CLUB
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TO: