



LASSEN LAVA

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ROTARY CLUB OF RED BLUFF

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"He Profits Most
Who Serves Best"



ROTARY CLUB
NUMBER 1768

"Service
Above Self"

January 10, 2006

Larry Champion, President

Vol. 84, No. 24

*Editorial Team: Christine Applegate, Dick Beddoe (alternate), Valerie Lucero,
Barbara Miller, Randi Gottlieb, Will Murphy and Scott Sherman (alternate)*

Greeter: Randi Gottlieb
Invocation: Dick Beddoe
Pledge: Ryan Sale
Introductions: Dale Stroud

Visiting Rotarians:

None

Guests of Rotarians:

Jackie Douglas – wife and guest of Bob Douglas
David Charles, Mortgage Lender – guest of Jay Harn
Scott Kelley, GM of Hampton Inn and Suites – guest of
Barbara McIver
Beth Burk, Recreation Specialist – guest of Randi Gottlieb
Tom Nichols, potential member – guest of Jim Hixson
Kim Brown, Office Manager of the Assessors' Office – guest
of Dale Stroud
Mariola Hernandez – mother of Student of the Month

Announcements:

Thanks to **Joe Dominick** for hosting our Exchange Student, Francois for his second Rotary home this year.

Thanks to **Mike Metherd** for painting the sign on the side of the Boy Scout trailer they use for camping and activities.

Dictionary Project to Support Literacy:

We are highlighting the project in the newspaper this month through donations to Jackson Heights School, along with other schools, and we encourage all Rotarians to consider donating a set of dictionaries at \$200 a set in honor or memory of someone. The Rotary Club has donated a set in honor of **Bob Lucas** to Jackson Heights. Also, **Jim Hixson** donated a set in honor of his wife, **Ev McDonough** donated a set to Joan Allen's classroom at Jackson Heights in honor of her late husband, Rotarian **Ted Allen**, and **Tony Kelley** donated a set in honor of his mother. Please consider doing this to promote literacy and honor someone you know.

Cub Scout SuperBowl Pancake Breakfast – sign ups needed for servers, dishwashers, pancake flippers, etc.

Wear your Rotary Pin to the meetings or face a fine, says **President Larry!** You've been warned – next time a \$10 fine to swell the club coffers.

Recognitions:

Recognition "Pass" this week – watch out next week!

Program Notes:

Tom Burnham from Burnsini Vineyards

Started in 1990, Tom Burnham has returned to what he loves after retiring from the paper mill. They started producing about 250 cases the first year, mainly red wines because that's what they like to drink. In 2002, they started selling wine, and as of last year they sold 350 cases. Their goal is to eventually sell up to 2,000 cases a year and that will take 30 acres of grapes to produce. They currently have about 7 acres of grapes, with 1 acre each of the varietal grapes needed to produce Merlot, Petit Sirrah, Cabernet, Zinfandel, and Chardonnay among other types. Zinfandel grapes do best in this environment that is hotter than most areas that have vineyards. The low acid content you get in grapes from this area make wine taste slightly different from those grown in wetter, colder climates.

They use American and French Oak barrels for about three years to help flavor the wine as well as age it. This is the first winery in the county for a number of years to be bonded and licensed to sell wine. They offer their wine at California

Kitchen in town, Holiday Market in Cottonwood (ask Holiday Market here for it if you want it stocked), and at the Factory Outlets in Anderson and Red Rock Restaurant here in town. They don't have a tasting room, but you can set up an appointment to go out to the Cottonwood area (they are located off Bowman Road on I-5), to have a private tasting experience.

It costs about \$10,000 an acre or more, Tom estimated, to produce his wine and while it's a successful business, they have yet to turn a profit. They find their reward in the wonderful wine and the experience, and they're working on that profit thing...

No samples today, sadly, but Tom encouraged us to try it out, and orders can be shipped FedEx, bought directly from them or from local retailers – 10% off on a case.

Drawing:

The winner was **Rolland Papendick**.

PROPOSED MEMBER

The following individual has been advised of the privileges and responsibilities of membership in the Red Bluff Rotary Club. The membership committee has recommended his approval to the Board of Directors. The board has authorized his name to be placed before the membership for election as a member of the club.

SHAWN A. NICHOLS

Loan Officer Real Estate

Proposer: *Jim Hixson*

Any member having an objection to the election of this individual to membership in the club may submit his/her objection in writing to the Club secretary or Club President no later than 10 days from the date of this notice.

ABSENTEES

Allen, Avilla, Brainerd, Brown, Brownfield, Cohen, Dolling, Dominick, Elloway, Garton, Glenn, Goodwin, Illian, Jones, S. Judson, Kelley, Patidar, Robison, Rubright, Townsend

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JANUARY 2006 RED BLUFF ROTARY PROGRAMS

January 17: FOCUS ON LOCAL RESOURCES We will welcome Lassen National Park's new Superintendent, Mary Martin for a program on beautiful Mount Lassen's public programs and the status of the fabulous Southwest Visitors' Center. Our Rotary Club is a patron of the new center. Come and hear about our investment! Bill Patidar will do the introductions.

January 24: FOCUS ON COMMUNITY RESOURCES Sr. Patricia Manoli will introduce Roxanna Coustette of St. Elizabeth Community Hospital for a program on the recently developed Prenatal Substance Abuse Collaborative. Everyone talks about meth and other substance abuse in Tehama County, and St. E's is doing something about it by screening pregnant women and supporting treatment options with a goal of delivering clean and healthy babies.

January 31: FOCUS ON ROTARY MEMBERSHIP It's all about Rotary when Past District Governor and current District 5160 chairman of new club extensions Lou Gerard of Redding delivers a program to inspire us in our Rotary service. Our distinguished President, Larry Champion, will introduce our distinguished guest. Please invite spouses and prospective members to enjoy our dynamic speaker.