



LASSEN LAVA

OFFICIAL PUBLICATION OF THE
ROTARY CLUB OF RED BLUFF
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*"He Profits Most
 Who Serves Best"* **"Service
 Above Self"**

August 17, 2010 **Val Lucero, President** Vol. 89, No. 7
Editorial Team: Will Murphy, Tim Potanovic, & Greg Stevens
www.redbluffrotary.org

Program Personnel:

Greeter: Bill Patidar
 Invocation: Jim Hixson
 Pledge: Dave Nichols
 Introductions: Dave Hutchinson
 Cashier: Eric Frey
 Raffle: Christina Stanley

Guests of Rotarians:

Jim Hixson introduced Dave Thompson of NorCal Properties who shared a scary story about losing business data to burglars! Be careful out there.
 Darlene Koontz introduced our speaker Dave Gowen, the new Chamber CEO

Partner Birthdays:

Jan Potanovic, August 22
 Audrey Risberg, August 22

Wedding Anniversaries:

Doug & Suzanne Sale, August 23
 Don & Judy Jones, August 22

Club Anniversaries:

Harlan Confer, August 21 (26 Years)
 Barbara Miller, August 22 (14 Years)

Announcements:



Tim Potanovic noted our sad and recent loss of Dick Beddoe, who was also one of our editors. We need a replacement. I know...he did it more than his share and made it look so easy. I wouldn't want to fill his shoes either. But

you will get to poke a little fun at your fellow Rotarians. So come on someone – step up and volunteer, or do we have to ask our excellent President Val for assistance?

☼ Speaking of our excellent President, **Val** recounted the District Governor's recent visit, thanking our Board for the pre-meeting, Dan King and Todd Dolling for watching over the Governor (and his golf game), as well as the Sheriff for providing the boat ride on the Sacramento River. All in all it went well, and our President is glad it is behind us.

☼ **Daniella** reminded us that the all volunteer Red Bluff Community Band will be playing every Monday by the pool – as in Blues by the...and it is small town Americana at its best!

Recognitions:



Diane has the exempt badge and nothing to report. **Todd** told on **Dan** because he won the tournament, and even offered to pay \$10 of the recognition. Okay - \$20.

Daniella reported that the immigration trial over her residency has been successfully completed, but she is broke. We are really sorry to hear that Daniella: \$20;



Bob Douglas just finished licensing two million fictitious names for his wine business. (psst – the leaders are Douglas Sellers and Dibble Creek). Bob wants to be sure that he has a sufficient number when he uses grapes

FROM PLACES OTHER THAN TEHAMA COUNTY, Hmmm – okay: \$0 because he already gave at the office and he is a struggling young business – Young? hmmm...

Program Notes:



Our very own **Darlene Koontz** from Lassen County Forest introduced our speaker today: **Dave Gowen**, the new CEO of the Red Bluff/Tehama County Chamber of Commerce. Dave spoke to the Club about the Chamber: *Who We Are and Where We Are Going.* Dave's background is 22 years in the Washington State criminal justice system. He moved to this area in March to assume his new role as the Chamber's chief executive. He and his spouse Mary just celebrated their 25th wedding anniversary. They have six children ranging in age from 10 to 21. Regarding the Chamber, Dave feels like he is managing a complete makeover and he is very excited about it. He reported that attendees at a recent "branding" conference received many insights about community development. The conference speaker emphasized the importance of positives, because the community is not remembered as a geographical location but as an experience. Businesses and government units are not individual silos, but a collecting part of that experience. We need to direct visitors to our hidden treasures. Dave also reminded us that the Chamber has a new website which provides a growing number of services for members – hint hint – like promoting events at no extra charge.



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 this name to be placed before the membership for election as an active member of the Club.

Raymond Johnson
Northern Property Management

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 Elizabeth Soder, Club Secretary, or President Val Lucero no later than 10 days from the date of this notice.

Drawing:

Yes, **John Stover** drew his own ticket, but not the winning card.

This Week's Editor: Will Murphy

Pictures: John Stover

Absentees: Ash, Blunkall, Brown, Champion, Dominick, Griffith, Growney, Jacobson, Judson S., Miller B., Reid, Ross, Rubright, Snider, Wheeler

Upcoming Programs:

8/24—Tricia Parker, Fish & Wildlife / Salmon Recovery
 8/31—Bill Cornelius, State Theater