



June 2022

Volume 98 No. 8

FFA food sales



The long line of customers on Thursday night

After a 2-year pandemic hiatus, we are back in business at the FFA Fair. Our food trailer was ready for after extensive maintenance, repairs and cleaning.

The weather was cooperative and sales at our food booth were brisk with gross sales of \$4,856 on Thursday night and \$6,711 and \$4,916 on Friday and Saturday. Total sales were \$16,483 and estimated expenses were \$4,999, for a net profit of \$11,554, not far from the record \$12,484 in 2019.

The event went very smoothly under the direction of hard-working committee chair Denny Stead. Thanks also to all the hard-working club members and Key Clubbers who logged over 320 hours performing all the necessary tasks, including shopping, setup, cooking, running food between cooks and sales staff, sales, and cleanup. Special thanks to Safeway for a credit of \$200 toward purchase of soda, water and other miscellaneous items.



Regular Tuesday meetings returning to the Villa subject to any future COVID restrictions.

Meeting Dates:

Jun 7: Regular Meeting at 12 noon – Gina Riner, Healdsburg Center for the Arts.

Jun 14: Regular Meeting at 12 noon -FFA Fair Debriefing and Club Planning.

Jun 16: Board of Directors Meeting- Round Table Pizza, 5:30pm.

Jun 21: Regular Meeting at 12 noon No. Sonoma County Fire Dist. Update.

Jun 28: Evening Meeting. 6:30pm social, 7:00pm meeting. Program TBD.

Other Jun Dates:

Jun 9: HJHS pancake breakfast

Jun 19: Fitch Mountain Foot Race

Jun 11: Celebration of life for Cindy and Wayne Schwartz. Details page 3.

Jun 25: Governor’s visit. Details later.

The Healdsburg Kiwanis Club meets Tuesday noon 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 Presidents Richard Yates (431-2509) or Secretary Nancy Arsenault (949-257-6739).

Kiwanis ----- Serving the Children of the world[®]

More photos on page 2

FFA Fair Food Trailer



Final trailer cleanup



Loretta, Lockie, Eric, Jerry & Patti sampling the garlic fries



Brian at the deep fryer



Diane mixing garlic



Harry cooking hundreds of corndogs



Patti stirs it up

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Healdsburg Kiwanis Club
Box 1156, Healdsburg, CA
95448

www.healdsburgkiwanis.org

OFFICERS 2021-2022

Presidents - Richard Yates (Rowdy)
Secretary - Nancy Arsenault
Admin. Treasurer- Richard Bugarske
Project Treasurer - Ron Doble
Past President – Anna Grant

Board of Directors

<u>One Year Term</u>	<u>Two Year Term</u>
Harry Jackson	Eric Smith
Liz Bippart	Barbara Erickson
Brian Wells	Susan Sheehy
Diane Pierce	Darlene Prigmore

Memorial Scholarship Board of Directors

Dan Maraviglia, Chair
John (Jack) Brandt Randy Collins
Ron Doble Guy French
Vern Loch Dennis Stead

The Builder

Harry Jackson, Editor
Arnold Santucci, Sr. Advisor
Richard Iverson, Member

Happy Birthday

Diana Blakeley – June 2
John Bippart – June 22
James Schmidt – June 22
Diane Norgrove Pierce – June 28

Kiwanis Anniversaries

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

Tim Tuscany - 6-3-97
Tom Rackerby - 6-16-92
Corrine Salazar-Rose 6-19-18
Robert Taylor - 6-24-86
Carol Feldner – 6-29-21



The President's Message

Our second major fundraising event of the year, the FFA Fair, was a wild ride led by the stampeding Denny Stead and it was a great success. Harry has all the details in this newsletter, so: "Read Harry!" The one dynamic that was most impressive about this event was the involvement of so many young people. Without them, we would not have been able to make it happen. The Healdsburg High School Key Club, led by co-presidents Logan and Indica came through for us big time and they had a good time! Not only did they save the day, but they were there to remind us what we Kiwanians are all about: the Kids. It was also great having young adults Sara Arsenault-Quick (see photo) as well as Rolando Joachin and Alex Garcia from Wine Country Computers. Thanks, guys!



**Sara enjoys tossing
garlic fries**

Just like this event, the wonderful feel of our first major event, the Pancake Breakfast (in memory of Roger Dormire), was the presence of so many kids. Organizers Susan Sheehy and Jan Gianni rounded up kids from the Scouts, Key Club and 4H and they were all visibly busy with helpful tasks. They brought a feel of a Kiwanis family to the event. "For the Kids and With the Kids". That is a winning formula.

The Fitch Mountain Footrace is just around the corner, Father's Day, June 19th. Ron and Debbie Doble do a superb job organizing this event. We still need race monitors in town and around the mountain, so please step up! Liz Bippart and Susan Sheehy have been busy on the phones successfully filling many of those positions. You may see some familiar faces you haven't seen for a while. And some kids, of course.

Rowdy Yates, President

Wayne E. Schwartz - 2/5/41-12/4/2020
Lucinda (Cindy) Lee Benton Schwartz
7/9/49-6/11/2021

Wayne and Cindy were that special couple we all admired in one way or another. A loving couple who made friends wherever they went. They retired early and lived their dream retirement in Cloverdale. They passed away within six months of each other, not wasting time of not being together forever. Please join our families in celebrating their lives on Saturday, June 11,



2022, 1-4 pm at the Veterans Building, 205 W. 1st Street, Cloverdale, CA. Contact Jacque Benton with inquiries, jacquette@comcast.net

Meetings

May 3: Holly Hoods, Marketing, and social media at the Healdsburg Museum.



Holly's presentation was entitled "From Social Media Hater to Content Creator". "Social media is a total waste of time." ... Holly Hoods, 2016.



Under Holly's transformation, Facebook and Instagram became excellent communication tools for the Healdsburg Museum. The Facebook and Instagram accounts opened in 2010 and 2017 respectively and today there are 2,860 friends on Facebook and 1,650 followers on Instagram. About 300 new people are added each year.

Holly offered answers to "What can social media do for your organization or business?"

- Educate and entertain your supporters.
- Recruit new people to join or support your organization.
- Show the many great things that your organization is doing.
- Thank your supporters and donors.
- Raise the profile of your organization.
- Promote events before, during and after (free advertising).

Facebook and Instagram posts promoting the museum's current exhibit have reached 16,534 people with 1,132 engagements and 57 shares which could reach many more people.

May 10: Glaydon de Freitas Filho, CEO Corazón Healdsburg

We welcomed Glaydon de Freitas Filho CEO of Corazón to our May 10 meeting who spoke about Corazón's recently instituted strategic plan.



Here is a summary of the strategic plan's priorities along with the services and events provided to address them.

- Holistic and family-centered case management
 - Family-centered coaching
 - Direct financial assistance agencies
 - Wrap-around services
 - Referrals to partner agencies
- Academic development support for children and youth
 - Prenatal education and support
 - Kinder2 college fund
 - Early childhood education
 - Afterschool programming
 - College prep counseling
 - FirstGen college counseling
- Holistic workforce development program
 - Workforce training
 - Job bank
 - individual career planning
 - Partnership with other workforce development initiatives
- Center for Latin-American entrepreneur
 - Training for future entrepreneurs
 - Business plan development
 - Business mentorship
 - Licensing workshops
 - Small Business incubator
 - Facilitation of angel investment
- Life skills and wellbeing training center
 - Financial literacy
 - Disaster Resiliency
 - Adult education
 - Citizenship courses
 - Mental health and wellness workshops

- Multilayered community organizing model
 - Spanish-language monthly leadership meeting
 - Barrio resiliency model
 - Affinity group support and activation
- A strong and reliable voice of the Latin-American community
 - Advocacy campaigns
 - Community organizing
 - Community conversations
 - Storytelling for change
- An organized and ready-to-activate volunteer network
 - Intentional recruitment and onboarding
 - Relationship building
 - Responsive volunteer infrastructure
- Strategic partnerships and community engagement
 - DEI training for partners
 - Stewardship plans
 - Referral system
- Community building anchored in diversity, equity, and inclusion
 - Cultural and education events
 - Community forums
- A great place to work

<https://www.corazonhealdsburg.org>

May 17: Dennis Agnos, Social Advocates for Youth (SAY)

Dennis acquainted us with SAY and described their programs to serve the most vulnerable youth.



SAY's mission statement: "Social Advocates for Youth is always there to serve the most vulnerable children, youth, and their families so they can realize their fullest potential to live their best lives.

Our vision at Social Advocates for Youth is to plant the seed of change in every child, young adult, and family member we serve to transform the course of their life and the lives of future generations."

With a budget of \$7 million, SAY serves 3,000 children, youth and their families annually throughout Sonoma County. Core service areas are crisis stabilization, counseling, housing and careers.

Each night 100 homeless youth are under SAY roofs at the SAY Finley Dream Center, Tamayo Villages, Coffee Teen House Center and the SAY Family Cottage.

- Each night there are over 300 homeless youth ages 12-24 in Sonoma County
- 63% of youth reported that physical, emotional, of sexual abuse led to their homelessness
- 33% reported trading drugs of sex for a place to stay.
- 31% reported their safety was threatened in the past 30 days
- 33% identify as LGBTQ

Sara Arsenault-Quick

We also welcomed Nancy Arsenault's daughter, Sara as a guest speaker at our May 17 meeting. Sara recently had some comments about some ways to grow our Club and she shared some of her initial thoughts with us.

- Don't expect youth to join the club. We can't afford it. We are too busy working and raising our families.
- What you could do to attract us is to find ways for us to volunteer without being a member.
- Maybe start a Junior Membership where we earn our membership by contributing hours per year in lieu of payment. Then we would develop the buy in and learn more about your club.
- Be more present on social media which is where the youth of today hang out. Let us see you working in the community. Be visible. Be relevant so we think it is worth the time to help you.
- Sell alcohol at all events. Let's face it people will pay big money to drink.
- For example, sell beer at the FFA booth along with the corn dogs and fries.

- Sponsor a summer movie night and sell popcorn and wine.
- Sponsor a sports competition, like Bocce Ball where all ages can participate and wait for it, sell booze.
- Be our mentor. When we volunteer, allow us to shadow you to learn what is involved in running a fundraiser. Teach us. Be our partner.
- Try coordinating with other nonprofits like the 30/30, Rotary, and events sponsored through the city.
- Youth, defined as anyone below 50 years old, might have an interest in contributing, joining in, and volunteering, but you have to be willing to change you policies to make the club attractive to us.

May 24: Honoring Students of the Month

This year marks the 97th annual tradition of honoring Healdsburg High School Students. Kiwanis members welcomed the 2021-2022 Kiwanis Students of the Month to our May 24 lunch meeting. A student is honored for each month of the school year for a total of 10 students. Some of the students were accompanied by parents or other family members making for a very large crowd.

Each student was asked to introduce themselves and accompanying family, and tell us about highlights of their HHS career, their most influential teacher(s), and plans for next year. They were also asked to tell us what they will be doing 10 years from now.

Photographs of each student along with their plans for next year are shown on Pages 10 and 11.

Healdsburg Kiwanis awards 28 scholarships to HHS graduates

Last month the Scholarships Awards committee and the newly established Vocational Scholarships committee awarded \$1,000 to each of 28 Healdsburg High School graduating seniors, 16 collegiate and 12 vocational.

Collegiate Scholarships Awards committee chair Loretta Strong reported that 40 scholarship

applications were received from highly qualified seniors, making for a challenging review process for the committee.

Vocational Scholarships Awards chair Liz Bippart and Barbara Erickson reviewed some very inspirational applications, and through our club awarded scholarships to 12 most deserving students, many of whom are the first in their family to attend college. This was the first year for the Healdsburg Kiwanis Vocational Scholarships Awards and will be continued into the future.

2022 Collegiate Scholarships (16)

Ryder Monahan	Citlaly Garcia
Danial Mahmoodi	Indica Carroll*
Viviana Gutierrez	Allison Grande
Molly Miller	Stephanie Aimo
Jesus Perez Pulido Jr.	Emily Pile*
Jennifer Rosillo Vargas	Sebastian Leffew
Elina Sadeghian	Isabella Figueroa
Logan Lumetta*	Kathryn Conrad*
*Key Club	

2022 Vocational Scholarships (12)

Yahir Ruiz	Luis Romario Leon
Adam Wolfe	Mariel Ortiz-Orozco
Dominic Duri	Eric Lopez Pardo
Guadalupe Ramos Rivas	Martin Vega
Daniela Dominguez	Evelyn Dolores
David Cornejo	Samantha Alaniz

Cemetery Cleanup Day

Saturday May 21 was the Joint Healdsburg Museum/Kiwanis Oak Mound Cemetery clean-up day. Thanks to Jackson Family Wines for making our job easy. On two previous days, JFV sent a crew of “paid volunteers” to perform the major weed whacking and trimming.

So, on Saturday morning we showed up with gloves, masks, rakes, brooms, pruning shears and other equipment for raking up, sweeping up, and minor trimming. By 11AM we had filled 2 large dumpsters furnished by Recology with weeds, grass trimmings and other debris.

Several years ago, Healdsburg Museum curator Holly Hoods became annoyed when she

would direct visitors to the cemetery when asked, only to have them return complaining about the lack of maintenance and poor conditions at the cemetery. At Holly's urging, the Healdsburg Museum and Historical Society formed a volunteer cemetery clean-up committee. Our club joined the effort several years ago.



Before & After



Susan raking up



Eric waiting to load up



**Part of the Museum/Kiwanis crew
Patrick Mukaida(M), Harry Jackson(M&K),
Ramona Adair(M), Fran Schierenbeck(M),
Eric Smith(K)**



More raking by Joanne



Denny loading the dumpsters



A full dumpster

\$Happy/Sad\$

Judy Everett sad she will miss the FFA Fair. Bad planning, will be in England.

Dick Bugarske happy for the revival of the Healdsburg Tribune.

Liz Bippart a happy \$20 for Denny saving her life.

Susan Sheehy observing the 10-year anniversary of husband, Russ passing, happy to still be here and have a purpose.

Jerry Strong happy birthday to his little brother (80).

Many happy \$\$ for the students of the month.

Dick Bugarske happy for the students, noting that Brian Well's grandson Logan Lumetta is Key Club President. Happy wife Claudia has a new shoulder.

Anna Grant happy to get to meeting. Sad Mom was chief heckler at the Senior Center Potluck. Victim, Eric Smith who spoke about fire safety.

Rowdy Yates happy we keep plugging away.

Loretta Strong happy to attend a Bos Skaggs concert.

Darlene Prigmore happy for the successful FFA fair. Happier it's over.

Denny Stead happy to thank everyone for making the FFA fair successful.

Rolando Joachin (Wine Country Computers) happy to be a part of Kiwanis. Cool to work with people involved in the community.

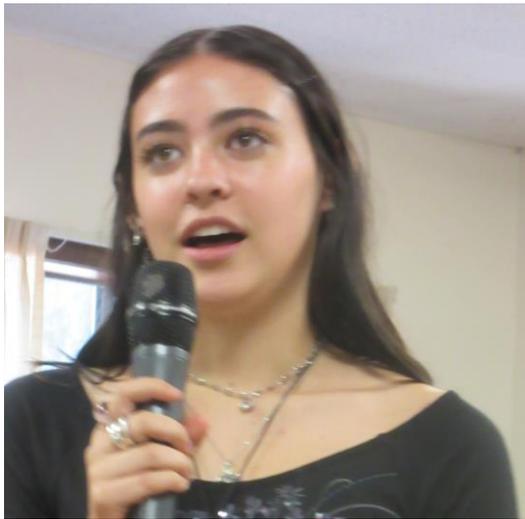
Generous tippers support Scholarship Fund

The large tip jug at the FFA food trailer yielded a total of \$458.35 from generous customers. The guessing contest held at our May 31 meeting was won by Rolando with the closest guess of \$436.50.

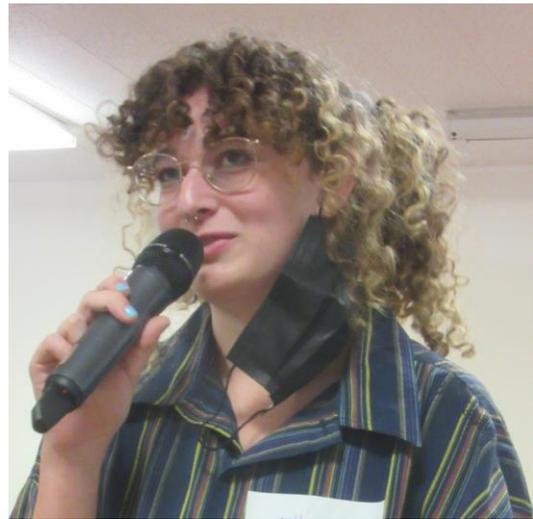


Now we need to figure out how to get the money out Harry to the rescue with skillsaw

2022 Students of the Month



Bella Lynch
Performing Arts in New York



Molly Miller*
Stanford,
mechanical or aerospace engineering



Katy Conrad*
Cal Poly, philosophy



Liam O'Gorman
Cal Poly, communications

* Kiwanis Scholarship winners



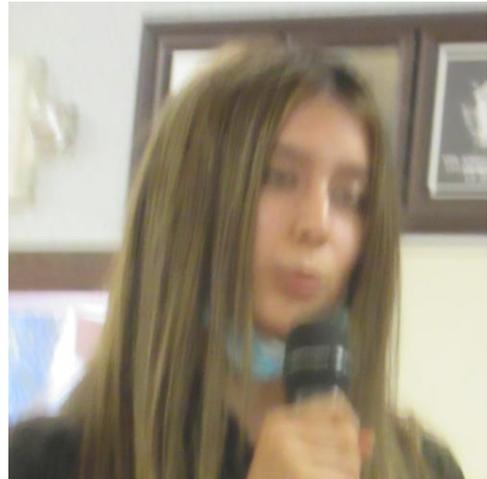
Logan Lumetta*
Cal Poly, computer engineering



Annie Petersen
Kansas State, Economics



Levi Frey
UC Santa Barbara, computer science



Jennifer Rosillo*
Cal Poly, business administration



Jesse Cobb
UC Santa Barbara, computer science

Unable to attend
Christian Godinez



HEALDSBURG KIWANIS CLUB
P.O. Box 1156
Healdsburg, CA 95448