

ROTARY OFFICERS - 2017-2018

Ian H.S. Riseley	International President
John Weiss	District 5240 Governor

Rotary Club of Paso Robles - Officers and Directors - 2017-2018

Pat Sayne	Pjsayne@hotmail.com	President
Tony Wallace	Tonyprpt@gmail.com	Past President
Gail Tannehill	gailtannehill@yahoo.com	President Elect 2018-2019
Jessica Fullerton	Jessicafullerton60@gmail.com	Secretary
Ann Cochrane	annlcochrane@gmail.com	Treasurer
Nicolette Harley	Nicoletteharley@hotmail.com	Club Service Director
Joe Irick	joe.irick@yahoo.com	Vocational Svc Director
Julie Opheim	Jopheim@placertitle.com	Community Svc Director
Bob Fonarow	bobfonarow@kw.com	International Svc Director
Darrell Cooper	Darrell.cooper@charter.net	Director-at-Large
Scott Brennan	Scott@accesspublishing.com	Membership Director
Linda Midkiff	Lmidkiff105@gmail.com	Youth Service Director
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Steve Gregory	Steve.gregory@att.net	Public Relations Director
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Steve Gregory	Steve.gregory@att.net	Programs Chair
Nic Mattson	publisher@pasomagazine.com	Webmaster
Bob Vilhauer	rvilhauer@gmail.com	Bulletin Editor

The Object of Rotary

THE FOUR WAY TEST: OF THE THINGS WE THINK, SAY, AND DO

1. *Is it the TRUTH?*
2. *Is it FAIR to all Concerned?*
3. *Will it build GOOD WILL and better Friendships?*
4. *Will it be BENEFICIAL to all Concerned?*

The Paso Oak Leaf

Rotary Club of Paso Robles, California

94 years of service to the Community

Charter granted January 15, 1924

www.pasoroblesrotary.org

April 5, 2018

Chuck Davison

CEO of Visit SLO CAL

Chuck Davison has two primary goals as president and CEO of Visit SLO CAL: to drive awareness of SLO County as a destination of choice for potential visitors and increase demand for all products and services related to tourism. Chuck refers to himself as a “destination architect” and is working with his nine member staff to create a destination development strategy he refers to as “placemaking”. Chuck noted this is bigger than tourism and is good for both residents and tourists.

Chuck brings 25 years of experience in tourism, travel, hospitality, lodging and management expertise to this job. He was born in Las Vegas and received a degree in business administration & marketing from UNLV. He began his career working in the lodging and gaming industry in Las Vegas. He then became the executive director of an international non-profit before joining Expedia as a VP & general manager. Chuck moved to the Central Coast in 2012 with his wife Kristin & 4 daughters.



The current marketing campaign identifies “SLO” as a place to enjoy a slower pace of life and do things that matter most. Their website at www.slocal.com is very inviting with photos and videos of interesting things to do, places to stay, eat & drink as well as special events & activities. Chuck showed members a recently created video that won a “Poppy Award” for the best digital marketing campaign. It is excellent at capturing the region’s laid back lifestyle and beautiful scenery.

In addition to gathering marketing research and analysis such as a new economic impact study, Chuck spends a great deal of time courting airlines to open new routes to connect SLO to places like Seattle via Alaska Airlines or Denver via United Airlines. These new routes are excellent gateways for expanding tourism from both domestic and international regions that were previously difficult to reach.

Visit SLO CAL’s \$4 M budget is funded by a 1% Transient Occupancy Tax (TOT) that funds our Tourism Marketing District..

News You Can Use

- **Boy Scout Fundraiser** - Scout leader Paul Bradley announced that members of the Los Padre Council will be selling discount cards to support the Rancho Alegre campground damaged by the Whittier fire. The cards are only \$5 each. Rancho Alegre has been the home camp for local scouts for 52 years. You can get more information or donate at <http://www.lpcbsa.org/>.
- **CASA North County Dinner** - The 2nd annual dinner benefiting SLO CASA will be held **Saturday, April 21, from 5-9 PM** at the Paso Robles Inn Ballroom. The event includes gourmet dining, premium local wines & beer, live/silent auctions, and stories of how CASA makes a big difference in our community by training and supervising volunteers who serve as court appointed special advocates for abused and neglected children. Proceeds benefit the new North County facility that was established a year ago. Purchase tickets by April 6 at slocasa.org or call (805) 541-6542.
- **Rotary Golf Tournament** - Chairnnan Rick Goree reminded members that the tournament is just weeks away and we are still in need of tee sponsors and auction items. The tournament will be held on **Saturday, April 28** at the **Paso Robles Golf Club**. The silent auction will be held on **Friday, April 27**, in the **Eberle Caves**.

Board Approves Two New Members

Welcome Denise Wakefield and Jonathon Stornetta!!!

Denise was nominated by John Fisher. She and her husband recently moved to Paso Robles from Northern CA. Denise retired from public service in 2009 as the Director of Facilities for the Tracy Unified School District and was honored as Professional of the Year by the local Chamber. Denise has served on boards of numerous educational foundations. She is a graduate of UC Berkeley and worked as a financial analyst for Southern Pacific Land Company prior to public service.

Jonathon was nominated by Wade Taylor. He grew up in Atascadero and his family has raised beef and dairy cattle locally for over 90 years. Jonathon has served as the interim Paso Robles Fire Chief for the past 6 months and was confirmed to be the permanent Fire Chief on April 3. He has been involved in emergency services for over 25 years. Community involvement & safety, and maintaining the agricultural heritage of Paso Robles remain his priorities. Jonathon lives in Creston with his wife Lindsey and his two young children.

Coming Programs

Today: Gary Barker, Paso Robles Rotarian, *African Missionary Work*

Apr 12: TBD

Apr 19: TBD

Apr 26: *No Lunch Meeting* - Meeting will be supplanted by the Golf Tournament Reception on Friday, April 27, at Eberle Caves

May 3: Scott Leckman, Governor Elect-District 5249, *Marginal Gains & Rotary*

Birthdays in the Next 30 Days

Darrell Cooper	Apr 5	Chantel Paul	Apr 23
JoAnn (Bob) Vilhauer	Apr 6	Willie (Jim) Riffenburgh	Apr 24
Jen (Brian) Stack	Apr 7	Dan Blake	Apr 25
Jennifer Idler	Apr 8	Scott Laycock	Apr 26
Gail Harold	Apr 13	Neil Olsen	Apr 27
Jackie (Bob) Fonarow	Apr 14	Bill Daillak	Apr 28
Keith Gillis	Apr 17	Jeff Orcutt	May 1
Kevin Brush	Apr 23	David (Lisa) Henry	May 3
Dick (Brenda) Cressey	Apr 23		

Anniversaries This Week

Kevin & Linda Will

Apr 8

New Member Steven Carter Inducted



Steven Carter was nominated by William Daillak. He is self employed as a CPA and owner of Carter Accountancy. Steven is a member of the Paso Robles Chamber of Commerce. He looks forward to being actively involved with Rotary as a new member of the community.



Pioneer Day Support

Club members Tom Taylor, Mark Perry and Pat Sayne present a check for \$2,500 to Pioneer Day Chairman Paul Viborg to support the festivities.