

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
Nicolette Harley	Nicoletteharley@hotmail.com	Club Awards Chairman
Steve Gregory	Steve.gregory@att.net	Public Relations Director
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Randy Kohn	randocommando@sbcglobal.net	Finance and Investments
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Cynthia Anthony	cynthia_anthony@hotmail.com	Family of Rotary
Steve Gregory	Steve.gregory@att.net	Programs Chair
Nic Mattson	publisher@pasomagazine.com	Webmaster
Bob Vilhauer	rjvilhauer@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

March 21, 2018

Danna Stroud, Chief Executive Officer, Travel Paso *and* Michael Horne, West Point Cadet

Danna Stroud was appointed as the inaugural CEO of Travel Paso in October 2017. Travel Paso is a new regional Destination Marketing Organization (DMO) with a core mission to bring more tourism to the Central Coast. Tourism is a critical element of the local economy important not only to those employed in the tourism industry such as hotels, restaurants, and wineries, but to all citizens. Danna explained that visitors account for 50% of our local general fund revenues through the transient occupancy tax and local sales tax. These funds support many local projects and activities for the broader community.

Danna is a great fit for this position with 27 years of career experience in lodging, hospitality, sales, tourism & event marketing and tourism management. She was raised in Paso Robles and her family settled here in the 1870s. She is a graduate of Cal Poly.



Danna reviewed the various forms of tourism marketing that Travel Paso will employ. The benefits of a DMO are to serve as the leader & catalyst for the tourism industry, streamline the decision making process, measure & review performance data, improve accountability, and better integrate marketing activities that were previously done independently by various entities within the tourism industry. Travel Paso will seek critical feedback from tourists through research including surveys and various forms of social media.



Michael Horne provided members with a very inspirational speech on values of duty and honor that are ingrained in the young men and women who attend the service academies. Michael is a junior at West Point and is remarkably one of three brothers who all attended West Point. Michael aspires to be a Ranger. He noted that cadets are warriors, not fighters, because they are guided by purpose and lead by character.

News You Can Use

- **Skills USA** - Thanks to all members who contributed \$428 to Roxana Romero Lopez so she can attend the Skills USA competition at the state conference held in Ontario, April 19-22.
- **CASA North County Dinner** - Dennis Cassidy announced that the 2nd annual dinner benefiting 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, and live/silent auctions. The evening will include heart warming stories on 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. All 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.
- **56th Annual Agri-Business Tour** - Don Campbell announced that this year's tour hosted by the Paso Robles Chamber of Commerce will be **Wednesday, May 2 from 8:30-6:00 PM**. The tour will include stops at the Paso Robles Horse Park, Harris Stage Lines, Sky Rose Ranch and Castoro Cellars. Tickets are \$75 pp available at the Chamber office, 1225 Park Street, or by calling (805) 238-0506.
- **New Show at Wine Country Theatre** - Theatre founder Cynthia Anthony announced that a new production entitled *Other Desert Cities* will run from **March 16-31** at the Park Ballroom, 1232 Park Street. It is a dramatic play filled with both emotional tension and black comedy. For show times and tickets, go to winecountrytheatre.com or call (800) 838-3006.
- **Club Social** - Club Service Director Nicolette Harley is seeking volunteers to host a Rotary Social at their home in the coming months. Please contact Nicolette if you are interested in hosting an event or have questions.
- **Rotary Golf Tournament** - Tee sponsorships for the 2018 golf tournament are now available for \$150. Those wishing to buy a tee sponsorship can pay by cash, check or credit card. 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**. Tournament chair Rick Goree welcomes new volunteers to help the golf tournament committee team raise \$40 K this year.
- **Winemakers' Cookoff** - The annual cookoff will be held on **August 11** from **6-9 PM** at the **PR Event Center**. This will be the 20th anniversary event and the organizing committee encourages new members to get involved. Please contact Sharon Ross or Vicki Silva to volunteer or for more details.

Coming Programs

Today: Angela Fortin, Paso Robles Librarian, *Library Remodel*

Mar 29: Chuck Davison, CEO of Visit SLO CAL

Apr 5: TBD

Apr 12: TBD

Apr 19: TBD

Birthdays in the Next 30 Days

Wade Taylor	Mar 21	Linda (John) Tubb	Apr 4
John Tubb	Mar 25	Darrell Cooper	Apr 5
Don Jacobs	Mar 26	JoAnn (Bob) Vilhauer	Apr 6
Sally Davis	Mar 29	Jen (Brian) Stack	Apr 7
Diane (Dennis) Cassidy	Mar 30	Jennifer Idler	Apr 8
Justin Davis	Mar 31	Gail Harold	Apr 13
Gary Eberle	Mar 31	Jackie (Bob) Fonarow	Apr 14
Steve Gregory	Apr 1	Keith Gillis	Apr 17
Dennis Buckley	Apr 3		

Anniversaries This Week

No Anniversaries This Week

As I Get Older, I Realize...

- I talk to myself because I need expert advice.
- Sometimes I roll my eyes out loud.
- I don't need anger management, I need people to stop pissing me off.
- My people skills are fine, it's my tolerance of idiots that needs work.
- The biggest lie I tell myself is, "I don't need to write that down, I'll remember it."
- When I was a child, I thought naptime was a punishment - now it's like a mini-vacation.
- Even duct tape can't fix stupid, but it can muffle the sound.
- "Getting lucky" means walking into a room and remembering why I'm there.