

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
David Lundy	dlundy@insurica.com	Director-at-Large
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Steve Gregory	Steve.gregory@att.net	Programs Chair
Brenda Cressey	Rotarybrenda@gmail.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

93 years of service to the Community

Charter granted January 15, 1924

www.pasoroblesrotary.org

August 24, 2017

Stacie Jacob

Interim Board Director of "Travel Paso"

Stacie Jacob was born to promote and she is using her considerable talents and experience to improve tourism growth in Paso Robles. Stacie is the interim director of Travel Paso, a non-profit organization that works with all facets of the local tourism industry to develop strategies to promote more tourism in the region. Her work is vital to the economic interests of San Luis Obispo County as tourism generated an estimated \$1.59 billion in economic activity in 2016. That translates into \$50 per second spent by guests every day in SLO County and generated \$61.7 million in local tax revenue. Last year, tourism created 440 new jobs in the county or one out of every 8 of all jobs created.



Stacie harbors a lifelong passion for agriculture and a keen understanding of regional branding. She grew up in the Midwest and graduated from the University of Nebraska. She started her career working for the global public relations firm Fleishman-Hillard in Kansas City and then moved to Seattle as the first ever PR director for the Washington Wine Commission. After a successful 4 year stint in Seattle, she moved to the Central Coast as Executive Director of the Paso Robles Wine Alliance. After 7 years of raising the region's global prominence in the wine trade, she became CEO of Visit SLO County where she continued to apply her marketing skills leading the county's destination marketing organization. She also founded Solterra Strategies and is providing leadership and expertise in the new Travel Paso organization where she manages a \$1.28 million marketing budget.

As the interim director of Travel Paso, Stacie is developing the tools to measure key metrics of tourism trade. She is launching new core branding initiatives and participating in a broad variety of trade shows. Stacie is also developing and enhancing numerous strategic partnerships leveraging her new Board of Directors who represent various facets of the tourism industry. Stacie closed her presentation by telling her audience to "consider the pasobilities" to grow our regional tourism.

Coming Programs

Today: Courtney Howard, Water Resources Division Manager for SLO County, Sustainable Groundwater Management Act (SGMA) Compliance

Aug 31: Chris Williams, Paso Robles School District Superintendent, Back to School Kickoff

Sep 7: TBD

Sep 14: Tom Apkarian, Pioneer Museum Board Member,
Please note: Off-Site Meeting at Museum

Sep 21: Pradeep Kapadia, Founder of Kapadia Education Foundation, Developing Minds in Developing Countries

News You Can Use

- **Winemakers' Cookoff** - While the final numbers are yet to be crunched, volunteer coordinator Chris Bausch thanked all of this year's volunteers for an outstanding effort in support of this year's event. While many people were recognized, the excellent work of ticket sales coordinator Brian Stack was noted as he sold, printed and kept track of the all tickets for winery & brewery participants, sponsors, volunteers and other attendees. Also highlighted was the record number of barrels, 51 in all, painted and deployed at the event led by John & Sally Davis.
- **Barn Dance & BBQ** - The *Celebrate America* fundraising event will be held on **Saturday, Sept 9** at the Paso Robles Event Center. Proceeds are used for scholarships to high school and college students, supporting our troops and providing books for underprivileged children. Please contact Nicolette Harley for further details.
- **Save the Date** - John Hamon has been selected as the recipient of the National Outstanding Eagle Scout Award (NOESA) by the Los Padres Council of the Boy Scouts of America. Please join the Los Padres Council in celebrating this event on **Wednesday, Oct 18**. Please contact Paul Bradley at paul.bradley@scouting.org for further details.
- **Paso Robles Airfest 2017** - These airport appreciation events will be held at the Paso Robles Airport. On **Friday, August 25**, there will be a party at the big hangar north of the terminal from **6-10 PM**. Firestone beer and music by Martin Paris Band. Tickets are \$25. On **Saturday, August 26**, there will be a free air show from **9 AM - 4 PM**. Free airplane rides for youth 8-17 years old. Event volunteers are needed. Please see Pat Sayne for details.

Birthdays in the Next 30 Days

Larry Ward	Aug 29	Rick (Gail) Harold	Sep 8
Cheri (Darrell) Cooper	Sep 1	Paul Shannon	Sep 9
Megan (Chris) Williams	Sep 1	Sharon Ross	Sep 11
Chris Williams	Sep 3	Frank (Jan) Pyeatt	Sep 11
Karen (Dan) Jones	Sep 3	<i>Patricia (Don) Keefer*</i>	Sep 12
Bob Chute	Sep 4	Megan (Ryan) Tannehill	Sep 14
Gail Tannehill-Lloyd	Sep 5	Koene Graves	Sep 19
Jennifer (Jim) Moffatt	Sep 6	David Lundy	Sep 22
Rick Minton	Sep 7	Harry Ovitt	Sep 22

**In memoriam*

Anniversaries This Week

Carl & Mary Raggio	Aug 24
Scott & Deb Greaves	Aug 28

Humor Corner

In a revival tent service, the preacher said, "Anyone with 'special needs' who wants to be prayed over, please come forward to the front by the altar."

With that, Leroy got in line, and when it was his turn, the preacher asked, "Leroy, what do you want me to pray about for you?"

Leroy replied, "I need you to pray for help with my hearing."

The preacher put one finger of one hand on Leroy's ear, placed his other hand on top of Leroy's head, and then prayed and prayed and prayed.

The whole congregation joined with enthusiastic shouts of "Amen Brother!"

After a few minutes the preacher removed his hands, stood back and asked, "Leroy, how is your hearing now?"

"I don't know," Leroy answered. "It isn't until next Thursday."