



# Lamorindan



The Weekly Newsletter of the Rotary Club of Lamorinda Sunrise  
Meetings Friday 7AM at Postino's Restaurant in Lafayette

November 2, 2007

Dave Dickson — Pictures  
Rich Shearer—Editor  
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*“Rotary gives ordinary people the opportunity to do extraordinary things.”*

*Sir Clem Renouf  
Past President, Rotary International*

## GUESTS & VISITING ROTARIANS:

Larry Sly - Concord  
Walt Proescher - Alameda, formerly of  
Lamorinda Sunrise  
Katie Rose Ware - Saying “hello” to every-  
one in Kentucky  
Carol Chaffey - George’s always-welcome  
better half



## BIRTHDAYS, ANNIVERSARIES & OTHER NOTEWORTHY STUFF:



What happens to you when you go to Paris for a month, have a birthday, have your wife have a birthday, and then saunter back into an LSR meeting? Well if your Mike Edwards, you come prepared with a couple of Euros and a \$100 check for the betterment of the Club. Also, Bob Riegg’s father apparently told him to donate \$1,000 to the Rotary Foundation. For a cool grand, I’m sure the RF will overlook the, um, questions raised by the fact that Bob’s father passed on several years ago.

## UPCOMING EVENTS:

Our website Calendar (<http://www.rotarycoco.org/cgi-bin/caldisp.pl?club=53>) will have even more info, but here is a fair sampling:

Friday, November 9, 2007: Meeting, Postino, 7:00-8:15 a.m.  
Marian Mulkey, Senior Program Officer of the California Healthcare Foundation joins us to discuss the hot topics in healthcare affecting California residents.





Friday, November 16, 2007: Meeting, Postino, 7:00-8:15 a.m. EAST BAY TRANSPORTATION is the lively topic of the day!! Amy Worth will enlighten us with the most up-to-date news. Have your questions ready!

Friday, November 23, 2007: Meeting, Postino, 7:00-8:15 a.m. We're dark today. Make your own breakfast.

Friday, November 30, 2007: Meeting, Postino, 7:00-8:15 a.m. Once again, it's time to Expose Yourself!! Chuck Kenney & somebody named "TBD" will do the exposing.

Wednesday, December 12, 2007: Holiday Party, 5:30-8:30 p.m. Our annual festivities will be at Frank's Church, aka Orinda Community Church. Bring the kids, grandkids, etc., and bring a wrapped present for the kids you bring for Santa

to hand out.

Saturday, March 15, 2008: The one, the only, THE Lamorinda Sunrise Annual Dinner & Auction. Great times, great auction items, a great chance to share what we do with friends, family . . . and maybe even some future Rotarians. Holy Trinity Serbian Orthodox Church, Moraga.

Thursday, April 24 to Saturday, April 26, 2008: District 5160 Annual District Conference. Radisson Hotel, 500 Leisure Lane, Sacramento. More info, registration forms, hotel information, and event brochures are available on the District 5160 website. <http://www.rotary5160.org/events/2008Conference.php>

Sunday, June 15 to Wednesday, June 18, 2008: Rotary International Convention, Los Angeles, CA. This is the high point of the Rotary year. Ask Pat Flaherty for info, or check out the Rotary International website. <http://www.rotary.org/events/conventions/2008/index>



### **BLASTING AWAY FROM THE PAST, OR SOMETHING LIKE THAT:**

King Paul II awarded the coveted Rotarian of the Month award for October to Brad “Mr. Pumpkin” Davis for the great job he did organizing the jack-o-lantern carving at the Garden Park Apartments. But more than that, Brad was rewarded with a chance to relive those halcyon days when he was the Head

Warden on this asylum, and His Fillingerness sat back and indulge his appetite for schadenfreude while Brad ran (hah!) the rest of the meeting.

### **WE ALL HAVE A NEW ASSIGNMENT:**

Betcha didn’t know that you are a member of the Club’s Membership Committee. Well, you are. Thus spake Pat Flaharty, King-Elect and Membership Guru. This is important, because normal attrition is about 15%. Per year. So we always need to be on the look-out for new members.

### **C’MON OVER AND SET A SPELL:**



Steve Ware had lunch with the Lafayette Club on Thursday, and reports that they have extended an open invite to any and all of us to swing by to make up a missed meeting or just to say hello. (What can I say, it was a slow day.)

Zuzka did Halloween, American-style, dressing up as a singer. Other than that, just another week in Lafayette. Zuzka did acknowledge that this school thing is getting in the way of the fun. Not too much so, but enough to notice.

### **A LITTLE OF THIS, A LITTLE OF THAT:**

Former Lamorinda Sunriser and current Alameda Club member came for a visit, and entertained us with a joke and tales of the doings of Mike Edwards when he was in the Alameda Club. Don Reichert reminded us to keep a weather eye out for possible Camp Royal campers (must be a current high school junior). There are still a couple of hotel rooms available for next June’s Rotary International Los Angeles Convention, says Pat Flaharty. Brad Davis noticed that Steve Hanna wasn’t wearing his badge, established that this was because Steve took his badge home and left it there, for which transgression Brad extracted \$10 from Bob Riegg. It made as much sense today as it did last year, but what the hey?



## PROGRAM:



Today's speaker was Jason Siegel Boettner. He is UC Berkeley and a member of the Cal bicycle racing team member. But that isn't why he was here. No, he came to talk to us on behalf of Project Rwanda. Founded by Tom Ritchey (one of the inventors of mountain biking and a long-time innovator in the world of bicycling technology), Project Rwanda's mission is to supply bicycles to Rwandan coffee farmers.

"Okay," you're thinking, "what possible difference could that make?"

And the answer is: It just might be *the* single biggest factor in Rwanda's struggle to recover from the genocide of the 1994, when 800,000 Tutsis and moderate Hutus were murdered in a 100 day period. The social and economic ramifications are still being felt in huge ways.

So what about the bikes? Well, 40% of the Rwandan population farms coffee (most on very small lots), and coffee is responsible for over 60% of Rwanda's gross domestic product. Cars, pick-up, trucks, etc., are not exactly plentiful. The beans usually move from the farm to the farmer's co-op by foot. This makes for small loads moving slowly.

Enter the bike. And not just any bike, but a purpose-built, Tom Ritchey-designed bike with a long wheelbase and a stable freight rack that can carry 200 kgs or coffee beans. Or three or four people. Or anything else you can strap down. These bikes may even have a future as taxis. With these bikes, a small farmer can move more loads per and more beans per load. Oh, each load is also worth more per pound, because the sooner a coffee bean gets to market after picking the better the flavor and the higher the price to the grower. So the coffee farmers have three ways to increase their income with one simple improvement in the means fo transportation.

Project Rwanda sells these bikes to the small farmers for below cost, so the Project always needs cash support. But experience has taught Project Rwanda

that giving the bikes away for free leads to broken, useless bikes in short order - easy come, easy go. But if the farmers have to pay for them (and they are sold to them at terms the farmers can afford) they become prized possessions, a source of pride as well as a tool for increasing the financial well-being of a family.



Project Rwanda doesn't just supply the bikes. It also teaches the recipients how to maintain and repair the bikes; Mr. Boettner himself has made at least one trip to Rwanda for this purpose and has more of them scheduled. Future plans include instituting more centralized repair facilities with the various co-ops (the economic through which the farmer-members sell their crops).

So far, about 1,000 bikes have been distributed. Project Rwanda hopes to increase that number to 3,500 by this spring Oh, and start looking for Rwandan coffee. In particular, look for Wooden Bike Coffee (named for the home-made, one-of-a-kind wooden bikes - really more like Razor scooters, but actually made of wood - that many of the locals make to transport coffee beans. The amount of Rwandan coffee on the world market is pretty small: coffee production from neighboring Uganda alone dwarfs that of Rwanda. But Rwandan coffee is very high-quality, rivaling the best beans from anywhere in the world.

Want to learn more? Check out their website at [www.projectrwanda.org](http://www.projectrwanda.org).





Chuck describes his Halloween costume

## Briefly Noted

By Paul

I want to shake up this ol' club with surprises and new ideas. Like past presidents bringing back old memories of how they ran meetings and Rotarian-Of-The-Month awards and TGITLFOTM's that turn into birthday parties.

As for this Friday morning's meeting, it was worth getting up just to see Joanne give her raffle winnings to Zuzka and Brad Davis throwing his arms over his head in a victory salute and shouting "Isn't this a great country!"

Isn't this a great club?

See you on the 9<sup>th</sup>. Bring a friend.

Paul



I am not sure what they put into the Postino coffee but they have another fan that now worships the roasted bean



Brad explains the result of anyone — even the President — taking the last cup of coffee

