



A non-profit club for retired men devoted to the promotion of independence and dignity of retirement

## Luther Burbank Branch 17

Santa Rosa, CA



# The BARK Newsletter

March 2013



### Big SIR Fred Rose's Message

The Ides of March are upon us!

So we have stuff to do! Have you signed up for deep sea fishing? How about Beach Blanket? Giants game? Golf at Bodega or Rolling Hills?

Are you interested in a trip to the beautiful Arboretum in Golden Gate Park, San Francisco? Wives or a guest are invited. Contact [Vern Calsy](#) at 545-0932, or better yet, stop by the Garden Club meeting.

More Golf, Area 13 qualifiers are afoot. Contact [John Sommerville](#) at 539-2282 if you haven't received the notices.

See the [Activities page](#) for more detailed information.

Our guest speaker at the last meeting, Jessica Quayle, was well received. Her insight into the LPGA tour was very entertaining. We would have kept her longer but she had other commitments. Are you bringing a guest? That is a great idea! Be sure and let [Mary Schouweiler](#) or [Lou Funk](#) know. Not advising us you are bringing a guest could mean YOU would not get a lunch.

### Little Sir Steve Virtue's Message

I am pleased to announce that the guest speaker at our Luncheon Meeting on Friday March 15 is experienced newspaperman Steven B. Falk, CEO of Sonoma Media Investments, LLC. ("SMI") .

Previously Mr. Falk was President & CEO of the San Francisco Chamber of Commerce.

Before joining that Chamber in 2005, he had extensive experience in the newspaper industry, including 18 years with the San Francisco Chronicle. He was most recently Publisher and President of the Chronicle and previously the President/CEO of the San Francisco Newspaper Agency, under a joint operating agreement that published both the San Francisco Chronicle and San Francisco Examiner. Prior to San Francisco, he was vice president/circulation director for the Gannett Westchester Rockland Newspapers in New York, where he also planned and directed the launch of USA Today in the northern suburbs of New York City.

Born in Lancaster, PA, he began his newspaper career with Lancaster Newspapers during high school and college. He joined the Ithaca, NY, Journal in 1976 as country circulation/promotion manager and over the next several years held multiple management positions with newspapers in Berwick, PA, and Martins Ferry, Ohio. Falk serves on the boards of several local organizations, including the Commonwealth Club of California, and is a trustee of Elizabethtown College, PA, where he received a BA degree in psychology in 1976.

### February Attendance Report

At the February 15th meeting there were ninety-seven members, one speaker, one inductee, two visitors, and six guests.

The two visitors were Steve Eddelstein from Branch #176 and Area Director, Jim Filippo. The inductee was Jim Berger.

Four members were dropped from the Inactive List:

- Dan Barger
- Skip Epperly
- Chris Nolen
- Gary Saal

**Remember**, if your guest is a No-Show, **YOU** are responsible for the payment of the meal that was ordered for him.

**Please**, you must call or email before 10:00 A.M. on the Monday preceding the meeting for an excused absence, **otherwise you will be charged for a meal.**

Assistant Chair: [Mary Schouweiler](#), 695-9214  
Attendance Chairman: [Lou Funk](#), 539-9214

## Guest Speaker

Our guest speaker at our Luncheon Meeting on Friday was Golf Pro Jessica Reese Quayle.



## Meeting Schedule - March 15, 2013

- Board: 10:15 A.M.
- Social Hour: 11:00
- Lunch: 12:00 Noon (Committee Reports and Announcements)

Please **do not** leave the meeting while our guest is speaking.

Place your badge into the collection bucket as you leave.

Attendance Chairman: Louis P. Funk

## Luncheon Menu

- Salad - Iceberg lettuce, bacon bits, tomato, croutons, and blue cheese dressing.
- Fresh baked bread and butter.
- Cabbage & Corned Beef - seasoned and cooked to perfection, served with parsley potatoes.
- Dessert
- Coffee, ice tea, and ice water.

Alternate Entree:

- Shitake Mushrooms in puff pastry with apples and bell peppers.

GREETERS:

- Rich de Lambert
- A Board Member

BARTENDERS:

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### - IMPORTANT -

You must contact Lou or Marv **before** 10:00 A.M. on the Monday before the Friday meeting and provide:

#### Alternate Entree Request

- Your name
- Badge number

#### Absence Request

- Your name
- Badge number
- Reason for absence

#### Bringing a Guest

- Your name
- Badge number
- Guest's full name
- Guest's entree choice

#### Contacts

- [Lou Funk](#) 539-9214
- [Mary Schouweiler](#) 695-3568

## Announcements

Please visit the [Activities](#) page for additional detail.

[Summer Picnic](#) — Branch 17 will join Windsor Branch 176 at Villa Chanticleer on June 20, 2013. Buy your \$20.00 tickets at the May meeting. Contact Frank Moreda or Robert Gaggero.

[Giants Baseball](#) — Come enjoy an all SIR ballgame against the Milwaukee Brewers on August 8th. There are only 25 **first-come-first-served** tickets.

[Golden Age Cruise to Alaska](#) — Sail with us this August from San Francisco to Alaska and back. We'll visit Juneau, Skagway, and Ketchikan; sail the length of Tracy Arm to Sawyer glacier; and make Victoria, B.C. our final port of call before returning to San Francisco.