

**Proceedings of the September 17, 2020 Virtual Lunch Meeting of
THE ROTARY CLUB OF PARADISE**

Thomas Baker, President of the Rotary Club of Paradise, began this Virtual Lunch Meeting with an Invocation by **Larry H.** and the Pledge of Allegiance led by **Gregg M.**

Introduction Of Guests:

Our singular guest this week was our Speaker, Sophie Konuwa, Director of the Butte College Small Business Development Center.

ANNOUNCEMENTS FROM THE PRESIDENT

Pres. Tom reprised his announcement of the District Fall Training Sessions. In the spirit of completeness, here is the announcement posted in the WE-Cone last week.

The District 5160 Fall Training Seminar will take place **virtually** on October 3rd. Look for District Governor Mark Roberts' email of August 30. Also, online registration is simple. Just click on the **REGISTER NOW** link in **DG Mark's** email **OR** go to the **District Website**, click on the Calendar icon, click on the Assembly entry, and you'll be taken to a registration page. The Seminar will begin at 9:00 AM and last until 11:30 AM. **Pres. Tom** also suggested contacting **Pam G.** for assistance.

As a reminder, the topics to be covered will include:

- Enhancing member engagement, retention & fellowship
- Running a fun & engaging meeting to help fight Zoom fatigue
- Attracting new and diverse members
- Service projects & fundraising in these Covid times
- Supporting the Rotary Foundation – making an investment in our future

Pres. Tom reminded us that the Honey Run Bridge Groundbreaking Ceremony has moved in date to Thursday, October 1st, at 11:00 AM. That's a conflict. **Brian G.** will attend as a Club representative and may try to capture the vital parts on his cell phone logged on to Zoom. **Walt Schafer** would like to keep the crowd small, so 2 or 3 more people would be welcome to attend. It may be over by 12 noon, but considering travel time, **Pres. Tom** stated that he would be in his office ready to start the Club Meeting at 12:00 PM.

A LATER UPDATE as of Sunday, September 20 is that Walt Schafer has offered to give our Club a personal tour of the site at some future date. Details are still being worked out.

Pres. Tom searched but couldn't find **Secretary Heidi E.** on the screen. Later, being a late arriver, **Treasurer Jon** was queried by **Pres. Tom** asking if there was anything to report from the Treasurer. **Jon** replied, "Not really. Everything is still moving along. There's less activity than we normally have." **Brian G.** noted to **Jon** that he received a check from a Crab Feed auction item purchaser for \$90.00, adding, "At least we've got that money coming in!"

Pres. Tom did find **Aaron S.**, Membership Committee Chair. Asked when next month's *Member Spotlight* would be presented, **Aaron** explained. The audio recording quality of **Gregg M.** earlier in the week was of lower quality than desired, so it will be redone soon. **Aaron** also noted that when he put out requests for Members to step up to be Spotlighted, he received no responses. The search for stars goes on.

Aaron also reported that the first 2 new members are in beta test of the New Membership Process he designed. It is happening "primarily online." Sponsors are instrumental in making the process work. **Tim E.** is sponsoring **Swede Hanski** and **Sherry S.** is sponsoring **Tom Taylor**. **Aaron** expressed appreciation for

their dedication to this effort. He also expressed appreciation for everyone who has provided encouragement and support. He says, "This is exciting. This will be fun!"

Pres. Tom reported that on 9/16 the *Paradise Rotary Foundation*(PRF) Board approved of the reception of moneys collected from the "Cars2ndChance" program. The *Rotary Club Board of Directors* approved the participation in the "Cars2ndChance" Program at this month's Board Meeting. The Program formerly was titled "Clunkers for Cash" (A detailed description of the Program is in last week's WE-Cone.)

Brian G. added a little more information. "Cars2ndChance" has nation wide reach. Over 60 non-profits are participating in this Program run by Dave and Mary Kennitz of the Clayton Valley and Lamorinda Rotary Clubs in the Bay Area. Since they've already established the system, for us it's "Turn Key." Simply Google "Cars2ndChance" to see how easy this will be. **Note that the entire Program has been run by Rotarians for 10 years.**

Camp Fire Shed Project Update:

The Project has finished building 111 sheds. They have the materials for 250 sheds., They ceased work due to the health risks associated with the smoke from the Bear/West Complex Fire. They began on Aug. 31st, intending to work for 3 weeks. Then the fires began. Many of the out-of-town volunteers departed. That slowed work and deliveries considerably. They plan to start back up on October 25th. **Pres. Tom** purchased large Rotary Logo stickers and has received permission to attach the stickers to the sheds.

POSITIVE RECOGNITIONS

Donn T. offered 2. When Paradise received an Evacuation Warning for Zone 14, he left town, house and home behind his F250. A request to **Rob Anderson** for parking space was met with true Rotary spirit. After 2 days on **Rob's** property, a thankful Rotarian's household headed home. **Thank You Rob and Julie!**

The 2nd Positive Recognition goes out to *Swede's Small Engine Repair*. He has a great crew providing 1st Class customer service. Definitely worthy of our business.

Trudi A. presented a shout out to **Sandra Klempa** owner of Ponderosa Gardens Motel. She was the wife of **Hanzi Klempa**, now deceased, a long time Club Member that published the *Pine Cone* for many years. **Trudi and Wayne** evacuated from Kelly Ridge. **Trudi** called **Sandra** "in the middle of the night" and Sandra found a room key for them and they spent the night there. BTW, Sandra still receives the WE-Cone.

Brain G. called attention to an effort in which **Bob D.** is involved. **Bob** is collecting Black Oak acorns for donation to an organization in Oroville that will donate the seedlings to Paradise residents that desire them for planting. **They must be Black Oaks.** Viable acorns will sink in a container of water, others will float. After testing, dry off the acorn and place it in a refrigerator until **Bob** can retrieve it. You're awesome **Bob!**

OUR ZOOM MEETING PROGRAM

Our Program for this meeting was presented by Sophie Konuwa, Director of the Butte College Small Business Development Center(SBDC). Sophie Konuwa has been the director of the SBDC for over 21 years. Before her position as the Director, she was a business consultant at the center. Sophie developed, organized, implemented, and managed the International Trade Program for SBDC for three years. Sophie has a very dynamic background, having done so much more before joining the BCC SBDC. Go to www.buttecollegesbdc.com. Click on the *About Us* dropdown and the *Our Team* link to get the full story. Here are the high points of Sophie's 18 slide Powerpoint presentation. (*Lotsa information.*)

Before she began, **Mark T.** gave a huge shout out to Sophie and the SBDC and how they have interfaced with the Paradise Ridge Chamber of Commerce providing much needed help during Camp Fire recovery. Mark is very active with the Chamber and the Gold Nugget Museum.

The BCC SBDC serves Butte, Glenn and Tehama Counties. They have Outreach Sites in Chico, Paradise, Oroville(2), Gridley, the BCC Glenn County Center, and Tehama County Chamber in a Holiday Inn. They are funded by the SBA, the California Governor's Office of Business and Economic Development, and Butte College.

Sophie's slides dissected the whole of SBDC into its individual parts. To see how those parts fit together, visit their website. But their fundamental purpose is in their name: Small Business Development. To that end they shepherd Business Start Up, Development, Management, Growth, Expansion, and Access to Capital. To achieve success, they *capture and track* the metrics of client businesses, such as sales & profit, jobs created and retained, the number of businesses started, equipment purchased, and the types of financial assistance obtained. All of this occurs in an environment of Client Confidentiality.

Critical in these days is SBDC's assistance to Small Businesses during the COVID-19 pandemic. They have 3 areas of focus: 1) Access to Capital; 2) Business Modeling; and 3) Customer Reach. For established businesses, SBA offers the EIDL and PPP programs. To facilitate those, SBDC helps business owners navigate the documentation required and develop application packages.

Although the loan and grant programs are vital, SBDC provides the more down to earth assistance businesses need. SBDC helps businesses research and compile documents, including the preparation and explanation of financials. They help businesses complete their business plans relating to the pandemic because big changes may have occurred. Lastly, they help identify the money needed to stay in business and retain staff. To date, SBDC has assisted 142 North State businesses obtain \$15.1 Million in loans and forgiven loans. There are 66 EIDL and 52 PPP applications being worked presently. If applications are rejected, SBDC assists with formal Business Re-Consideration applications to the SBA.

Lastly, SBDC consultants help businesses "pivot" their business models to cope with COVID-19, including fresh marketing approaches. SBDC held 3 Online/Digital Webinars to reach out to 199 businesses. To make online involvement work, SBDC consultants assist businesses in website updates toward mobile friendliness, trustworthiness, and product payment options.

Lastly, Sophie overviewed the Butte County Business Stabilization Program, a grant program with an application window from 09/15 through 10/5. She asks that we propagate the information to any business seeking financial help. The application portal is: www.buttebusinessresourcehub.org. It's also on the Butte County website or contact BCC SBDC.

OPEN DISCUSSION PERIOD

Trudi A. let us know that *Northern California Ballet* is alive and (pretty) well. NCB plans to present The Nutcracker Ballet this year. The expert dancers she recruited previously live in Oregon. **Trudi** says their Ballet Company is inactive right now, but the dancers may be available.

Sherry S. inquired of **Trudi A.** what the ***Interact Club*** is up to. **Trudi** reported that she spoke to the club president and the club is planning to have a face-to-face outdoor meeting next to **Trudi's** studio building, date TBD.

FUTURE PROGRAMS

09/24 - Vicki Puliz, Topic TBA

10/01 - Kevin Phillips, TOP Manager, Town Status Update

10/08 - Tim Williams, Adventist Health Update

10/15 - Mike Crosby, Polio Plus Update

10/22 - Stephanie Gregorio, St Vincent de Paul Society, FEMA Case Manager Supervisor

ENTER MTG MAKEUPS ON THE DISTRICT DATABASE

Example: Since Clubs aren't meeting in person, to generate a Make-Up consider a Service Activity with other Club Members or another Club. As time goes on, opportunities will increase. Stay tuned in.

Rotary Club of Paradise Board Meetings:

Monthly, 2nd Thursday at Your Preferred Computer Screen

Meetings will likely be at 8:00 AM via Zoom. Watch for announcement emails.