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August, 2016

August is Membership & New Club Development Month

The Gypsy Mentality

By: Randall R. Smith, Rotarian and Spillway Reporter

There is a pervasive feeling about Redding which this writing attempts to elucidate and quash. Basically, poverty flat continues existence in the local mindset simply because our history will not let it go. Without fanfare, Redding has entered a new beginning and it is time to be proud, to be visionary, and to embrace hope and optimistic expectation.



The often heard lament that Redding never had any money and never will is wrong on both counts. Our problem is not lack of resources, but it is a want of roots and cherished common history. The sense of community in architecture, Esprit de Corps and plans for the future are palpable in tiny Red Bluff, Mt. Shasta City, Arcata, Chico and Yreka.

Former Mayor Barbara Gard (1982) said that until recently Redding was always populated by gypsies. Hence no matter its wealth, which was considerable, there was and remains a very transient feeling about the place with a definite fear of the future and a very negative business climate. She went on to elaborate exactly how this dark cloud came and continues.

Unlike places with sustainable and appreciated assets: universities, solid agriculture, seemingly unlimited fishing or timber reserves; Redding had a series of fifteen to twenty year extraction or building industries of great size which suddenly collapsed. Initially, in 1850s and 60s there was gold mining which brought hordes of newcomers to Shasta, Queen City of the northern mining district. Then, Redding became one of the longest trailheads in American railroading history during the 1870s and early 1880s. Next was the first lumber boom which produced a pile of sawdust near Whitmore which could fill the Superdome. Following that were seven giant smelters which produced great wealth for twenty years and produced 90% of this nation's copper. During the Great Depression, Shasta Dam brought new people, towns and more wealth. A second lumber boom came in the 1950s with mills, jobs and money.

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All of these economic activities, no matter how substantive, produced an up and down business cycle which made everyone wonder when the next shoe was going to drop, to worry and rumor about an inevitable collapse which became self-fulfilling. Each new enterprise pulled down the architectural heritage of the past. Sense of community and shared relationships disappeared or were crushed by new arrivals or dismembered by those who departed for better opportunities.



Sunset over Sacramento River in Redding. Photo courtesy [reddit.com](https://www.reddit.com)

Things are very different now with a diverse business climate based on retail, medical services, government district operations, tourism and even unheralded agriculture again forest products, wild rice and strawberries.

Yet the "woe is me" attitude continues and is heard often. Stillwater Business Park will soon be like the Sundial Bridge. You will not be able to find anyone who thought it was a bad idea. The number of children of long-time residents who have been away to school and come home to stay and manage successful businesses is a welcome harbinger for Redding. The positive things happening at Turtle Bay, Buckhorn Summit, TechniSoil, Bethel, Simpson University, The Fly Shop, along our trails and open spaces, in local government and new arrivals like the Mosleys and craft beer makers are simply the front bumper on our impressive collective economic eighteen wheeler. It is no longer wise or prudent to be worried about the future which is brighter now than at any time in the past. Give up the gypsy mentality and celebrate the coming and permanent golden age of Redding.

This Rotarian Made Every Man Look Good

By: Marjeanne Stone, Rotarian and Spillway Reporter



Apparel store on Market St.

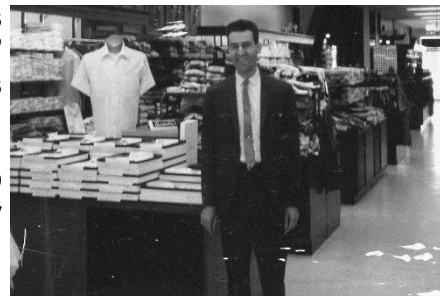
Joe Girimonte has touched the lives of many people in our community, from his earliest days working in his father's clothing shop in Dunsmuir, California, to days of providing exemplary customer service in his shops in downtown Redding. Girimonte Clothiers was a family-run and family shared business from its earliest beginnings in 1920's Dunsmuir, to the partnership of the Girimonte brothers in downtown Redding.

Joe's father Louis was one of the early immigrants to Weed in 1905, because there was work in the mills. He was the youngest of four brothers who left the province of Calabria, Italy, for the promises of the west. Louis had been a tailor in his homeland.

The mills were not the place for a man of his talents and skills. He was able to start his own business in collaboration with the lumber company's mercantile. Following World War I, Louis returned to Italy to marry. His bride was also from the same Italian province.

Louis and Carolina went back to Weed. Soon Joe's brother Nick was born. A few years later, in 1924, Louis opened his first clothing store in Dunsmuir. At that time Dunsmuir was a bustling community supporting the railroad. Train personnel lived in the community. The new family lived on the second floor of the store, and that is where Joe was born and raised. Both brothers went to grammar school and high school in Dunsmuir. One of the treasures that Joe shows is the original safe from the store, beautifully labeled "Girimonte Brothers." These were tough times, with the Depression. A sign of the times, his father purchased a lot for a home nearby for \$40.

Nick joined the business in 1946, and in 1950 Joe bought out his Dad, who wanted to retire, and joined Nick in a partnership that lasted successfully until they sold the business and retired in 1984.



Joe working in the store, 1966

"This Rotarian..." Continued on page 3



Nick and Joe visiting the Dunsmuir store, where Joe was born in the upstairs apartment.

With the decline of the steam train engines and the rise of the diesel, which reduced the numbers of persons supporting the train industry, Nick and Joe decided to open a clothing store in Redding. The first store opened in 1954 in the old downtown Redding Mall, in the Old Elks building, which eventually was made into the Dickers Building. Joe remained in Dunsmuir for 3 more years, and then joined Nick in Redding. The partnership grew, and in 1964 the store was moved across the street to Dobrowsky's, another prime example of a generational family business. (Dobrowskys had 4 generations engaged in running their downtown shop).

There are many fascinating stories about running a business in Redding during the 1960's and 70's. The Girimonte brothers were well known for their customer service. The dressing rooms were on the main floor of the building, named for various counties: "Tehama, Siskiyou, Shasta and Lassen."

The office and alteration department and stock room were located on second floor. When locals wanted to find the finest men's clothing, and to have things fit and look perfect, they would find quality and the best selection right in downtown Redding.

Joe first joined Rotary in the 1950's in Dunsmuir. When he relocated to Redding in 1957, he didn't join Redding Rotary for a while, as there were membership limitations for types of business representation. But Rotary was an important part of his life, and his personal commitment to community and service above self. He finally rejoined Redding Rotary Club in 1976.

Joe married Dolores in 1958. They met at Ricardo's, a restaurant and cocktail lounge which is now the US Bank on Pine Street. Dolores was an RN for Shasta County, but Joe promised her she would not have to work. She didn't work outside of the home, but they had four children in 5 years! Ann lives in Redding, Louis lives in Colusa, Debra lives in Lakewood, Washington, and Katherine (K.T.) lives in Rocklin. After Joe retired in 1984, he and Dolores traveled. They RV'd, and cruised, toured Europe, and enjoyed much of the U.S. Joe lost his beloved wife of 47 years in 2005.

In 2009 Joe married a long-time friend, Diane. They had both been born and raised in Dunsmuir, and Joe knew her husband who had also passed in 2005. Diane has three children. Her two sons live here in Redding, and her daughter lives in Roseville.



Joe and Diane

This loving pair enjoys traveling, too, and often can be found going to Europe, Hawaii, and other locales with several Rotarian couples. Joe loved to hunt, and has several trophies in his home, along with mementos of his many years of community service.

Joe has been active in Redding Rotary since 1976, with some brief interruptions. While never holding an elected office, he has volunteered on many committees and taken part in many activities. He has served on the Thanksgiving Basket Team, serving beer, blood donations, attendance.

The ideals of Rotary, "Service Above Self," mean a lot to him. He shared that he worked as a child, and young people today do not have the same work ethics that he values. He believes they should engage more, have more interaction, and less isolation. Joe went on to state that Rotary does so much: education, scholarships, the commitment to eradicate polio, I-House, prosthetics, wheelchairs, Camp Royale. He is proud of what Rotary brings to our community and what it offers its members.

He and Diane were active in the team socials in the past, and remarked that these helped Rotarians get to know one another and our families. These connections remain ones that they cherish. Joe Girimonte is an exemplary example of the businessman who carried on a 60-year family business tradition, raising a loving, caring, and close knit family, calling Redding his home.

Judy Price - A "Priceless" Rotarian

Originally written by Ray Williams and edited by Jennifer Finnegan

Well, maybe that adjective "Priceless" is a bit much, but then Judy is truly a fine Rotarian and a great gal. Judy was born and raised in the little town of Norfolk, Nebraska, which is somewhere out there in the prairie among the cornfields. There was one other notable person who came out of Norfolk—Johnny Carson. Judy never met Johnny personally, but that was Johnny's misfortune.

When asked about the evolution of her career she had this to say: "After graduation from CSU Chico in 1979, I worked at a regional CPA firm in Redding and focused on passing the CPA exam and getting my CPA license. It's funny the things a person remembers about their career. The firm hired six of us straight out of college and told us all on our first day that they only planned to keep three of us after a one year trial. "I also remember having to wear the traditional 'attire' of CPAs back then, which was a suit. My parents gave me a peach colored, polyester three piece suit as a college graduation gift. Imagine that plus pantyhose and black pumps in the Redding summers. I was thrilled when that changed!"

"Then in 1982, the same year my son Jon was born, I became a partner in what was then Evanhoe Lewellen Accountants. I was 27 years old and the first female to become a partner in a Redding public accounting firm. Partners were expected to build a client base and in the early 1980's, as a young woman it was a challenge to be taken seriously. Thank goodness that all changed and I was able to develop strong relationships with so many wonderful clients that have also become friends over the years."

Typical of professional firms, things changed. Moore dropped out and it became Evanhoe and Lewellen. Then in 1995, Judy and Lewellen broke away and set up their own firm. Five years later, Judy set out on her own as a single practitioner, which is her current status with her firm, Judy L. Price, CPA, Inc.



Judy & friends at Lassen Peak

Judy will tell you her specialization is in "public accounting and income tax preparation, public CFO for family owned businesses. I also focus on healthcare providers and medical practices. Many smaller businesses need the guidance of a CFO, but not on a fulltime basis. That's where I like to help them out on an 'as needed basis'".

Today, Judy and her husband, Ken, enjoy taking Rotarians hiking when they get the chance. Their motto is "just keep moving!" In Rotary she has served on the Spillway Committee, finance committee, Board of Directors, chaired the Vocational Service committee, was a team leader, and truly enjoyed hosting a guest from the Ukraine. "Well of course I try to practice the 4-Way Test and give back to my community," she says. Such a simple statement with such a great impact.

Homeless Rock Stars with Nigel Skeet

By Jennifer Finnegan, Rotarian and Spillway Reporter

Nigel Skeet is the heart behind Homeless Rock Stars. He joined our Rotary club on Thursday to share his vision and his success working with the homeless of Redding and other major cities. According to their website they are a, "group of creative rebels, headed up by Celebrity, Rock Star

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Photographer Nigel Skeet, Gatekeeper Wendy Zanotelli, Rock Star Shimon Moore, Makeup Artist Bethany Hill, and Rock Star Caterer Jessie Valley."

Homeless Rock Stars holds events where homeless individuals who are looking for help are given just that. They turn them into rock stars visually through amazing hairdos, make-up, and photography. They turn them into rock stars emotionally and mentally by caring for them, treating them with respect and admiration, and giving them the help and encouragement they so need and desire. The results are inspiring!

They've begun partnering with Starbucks on a massive scale, and are working with them to confirm a long-term corporate sponsorship that would ensure the continuance of their good work. Their recent events in Northern with warm hearts.



Nigel Skeet presents at Rotary



Rotarian Mike Mangas was in on the fun!

They're currently mapping out a tour of the west coast to include Portland, Seattle, San Francisco, and Los Angeles.

Homeless Rock Stars' most recent event in Redding took place in May at Shasta High School, where they catered to over 80 homeless high school students from Redding and the surrounding areas. To learn more about Homeless Rock Stars, to get involved, and to learn more about their success stories you can visit their website at www.HomelessRockStars.org. Thanks, Nigel!

August Member Anniversaries

Member Anniversaries	Start Date	Years	Years(P)	Total
Cibula, Mark (MARK)	08/13/98	18	0	18
Domke, Ross (ROSS)	08/14/14	2	17	19
Fauss, Richard L (RICK)	08/25/11	5	9	14
Ferraiuolo, Paul (PAUL)	08/13/98	18	0	18
Frost, Bradley (BRADLEY)	08/21/08	8	0	8
Gussenhoven, Julie (JULIE)	08/31/06	10	0	10
McArthur, Victoria P. (MISSY)	08/09/01	15	0	15
Rayl, Tim (TIM)	08/25/11	5	0	5
Rullman, F. Edward (ED)	08/01/96	20	0	20
Starman, Kurt (KURT)	08/31/06	10	0	10
Tallerico, Joseph A. (JOE)	08/07/75	41	0	41

August Wedding Anniversaries

Wedding Anniversaries	Partner's Name	Anniversary	Years
Anderson, Robert C.	Mary	08/20	56
Avery, Jeffrey G	Jaymie	08/29	29
Balma, Rudolph V	Margaret	08/20	66
Cruse, Rubin E. Jr.	Cheryl	08/02	18
Fauss, Richard L	Karen	08/20	28

August Anniversaries (continued)

Wedding Anniversaries	Partner's Name	Anniver-sary	Years
Anderson, Robert C.	Mary	08/20	56
Avery, Jeffrey G	Jaymie	08/29	29
Balma, Rudolph V	Margaret	08/20	66
Cruse, Rubin E. Jr.	Cheryl	08/02	18
Fauss, Richard L	Karen	08/20	28
Jeter, Lisa	Scott	08/07	17
Johannessen, K. Maurice	Marianne	08/08	40
Karnatz, Karen Mary	Samuel (SAM)	08/03	14
Malotky, Richard	Ann	08/02	36
Marler, Vickie	Bob	08/28	11
Morgan, Leslie	John (JOHN)	08/17	20
Ryan, Charles W.	Susie	08/29	57
Schmidt, Liesl	Darrin	08/02	31
Smith, Randall R.	Judy	08/28	51
Starman, Kurt	Jacque	08/09	30
Theimer, James	Sunnie	08/20	33
Warren, Michael	Linda	08/27	36
West, David (DAVID)	Julie	08/18	15

August Birthdays

Member Birthdays	Birthday
Anderson, Jonathan (JONATHAN)	08/05
Anderson, Kathy Ann (KATHY)	08/14
Anthony, Nikki (NIKKI)	08/10
Craft, Steve (STEVE)	08/11
Fitch, Stephen (STEPHEN)	08/16
Jelke, Jeanne (JEANNE)	08/03
Jimenez, Eva (EVA)	08/16
Salter, Jason (JASON)	08/14
Schwartz, Stephanie (STEPHANIE)	08/23
Van Wormer, Mitchell (MITCH)	08/14
Waldrop, Daniel (DANIEL)	08/19
Whitlow, Jessica (JESS)	08/19
Wyatt, Cathleen (CATHY)	08/30

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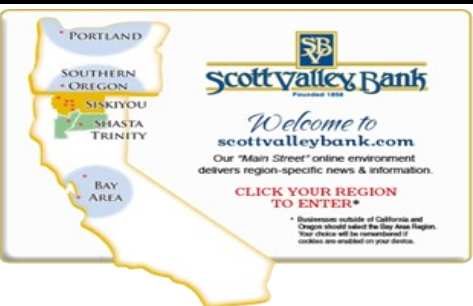
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