



Program: Beer Force One, Fall River Brewing Co.

John Hutchings, CEO & President

President Wendy opened the meeting with a welcome. Team Captain Nikola Hawes introduced her Team. Nikola noting that her co-captain, Cindy Fisher, and many of her team members were not present.

Daily roles were assigned: Jason “Slater” (Salter) served as Greeter and led the Pledge, Trisha Funk stepped in as Fundraiser, Eva Jimenez gave the Invocation as well as a long, but excellent joke! PP Jake Mangas filled in for his dad as Sergeant of Arms. Mike Mangas eventually arrived and relieved PP Jake. Nikola Hawes also was the photographer, and PP Rick Fauss was the past president.



President, Wendy Dickens

Team 2

Captains - Cindy Fisher and Nikola Hawes

Bret Christensen
Bruce Dean
Erik Poole
Jason Salter
Bruce Dean
Judy Maxwell
Lee Salter
Leslie Morgan
Mike Mangas
Rick Fauss
Scott Pewitt
Trudy Tavares



*Eva Jimenez,
Invocation and Jokester*

Literacy rates in the U.S. or e-literacy rates are way down, with 21% of the U.S. population unable to read past sixth grade level. We are anxious to start on our Literacy Program, “Reading Pals,” it is highly recommended. If you want more information, talk to **President Wendy**. It’s a great way to give back to our community. You donate one hour a week to sit with a young child and read with them at their school. We will share more in a Program in the next few weeks.

Paul Harris Fellows:

Jeanne Jelke shared information about how our Paul Harris donations are used by Rotary International. Then, after three years, 50% of the money donated by our District comes back to us to be used for “district grants.” **Jeanne** recognized the following Paul Harris Fellows:

Kristy Coughlin	<i>Paul Harris Plus One</i>	Jason Salter	<i>Paul Harris Plus One</i>
Bob Maurer	<i>Paul Harris Plus One</i>	Joanna Dean	<i>Paul Harris Plus Three</i>
Eric Poole	<i>Paul Harris Plus Three</i>	Greg Balkovek	<i>Paul Harris Plus Five</i>

Thank You to our Awardees for their Commitment!

Announcements



- Great 8 Chili Cook Off November 9th
 - \$200 entry fee
 - Winning clubs proceeds go to the charity of choice
- Veterans Day Celebration - See Greg Balkovek
- Thanksgiving Senior Dinner - Service project - See Amelia Ward
 - **NEED Baskets!!!!**
- If you have a project and you need help, see Brad.
 - Also loop in PE Brian Scarr for Rotaract help!
 - We want to involve our youth!
- Any announcements from the club?

Committee, Board & Club Updates



Board Meeting Update
Elections on September 18th.
Recent board meeting Sept. 9th
- guest Amelia and Greg

Next Meeting October 7 at
7am 393 Park Marina Circle



Finance Committee
Next meeting: Oct 1, 2025
First 5 Shasta 393 Park Marina
Circle.
If you would like to join the
committee see Ken Freigher



Service Projects
See Brad Rullman if you have an
idea and to help with LFL's
See Randy Smith to help the
Stream Team
Talk to Amelia Ward about
Thanksgiving help

We had 40+ members vote electronically prior to the meeting today. Then, another 20+ voted on paper during the meeting!

The results were calculated and were announced prior to the meeting adjournment.

PP Rick, thanks for your leadership on this!

Rotary Club Elections Results

Terms ending are:

Administration: Trish Funk

Local Service Projects: Jack Kimple

Youth Services: Ken Freigher



Past President **Rick Fauss** led the election process.

New Incoming Board Members – July 2026:

- President Elect-Elect: Leslie William
- Board: Brad Rullman
- Board: Phil McCarthy
- Board: Colin Duffy
- Secretary: Trisha Funk
- Treasurer: Melinda Brown

Here is an update on the **Thanksgiving Senior Dinner Service Project**. **PP Amelia**, asked **President Wendy** to share the update. **President Wendy** said that on the Thursday of the dinner, that we would not have a normal lunch meeting. The event will be held at the Connected Livings Banquet Room, as it has been in the last few years. So, will need help that night, and she will need you to sign up.

We need more help than we needed in the past because we're going to perform additional kitchen duties, as compared to prior years. We also need baskets that we will donate to the seniors who come for the dinner. They'll get entered into a drawing, and they get to take them home. This event has been very well received. We always get a lot of good feedback from those who are participating. It's always a lot of fun. There's a live band, typically, so that they can enjoy an opportunity that they otherwise would not have because they're not able to do it on their own or afford it on their own.

Board Meeting and Finance Committee Schedule Updates

President Wendy said, "October 7th, the Board Meeting will be at First 5 Shasta. We still haven't gotten the mice situation fixed, at the bank, so we're using my office space. We can do that indefinitely until we can get into our space."

She went on to say, "There is a lot going on in the Finance Committee. The next meeting, if you wanted to come, is October 1st. If you want to join the committee, please see **Ken Freigher**, our Chair! Thank you, **Ken**, for being the chair."



Happy Birthday Bob

Wishing you the happiest of birthdays, Bob!
May your day be filled with joy, laughter, and everything wonderful. Here's to another fantastic year ahead!

Happy Rotary Anniversary Tenessa Audette



Celebrating Two Years of Service with Redding Rotary!

Cheers to Tenessa on her 2nd Rotary Anniversary! Her passion and dedication shine bright, making a huge impact on our community. Here's to many more fantastic years together!



Turtle Bay CEO and Club Member, **Lindsay Myers**, was commended on the Turtle Bay State of the Union event!

The video was mentioned as done internally and very professional and impressive. **President Wendy** was not planning on fining **Lindsay**. However, **Lindsay** offered \$100 to her Paul Harris! Thanks, **Lindsay**!

Question of the Week:

Chili Cook-off

Nov 9

1. Will you participate?
2. What type of Chili?
3. There is a Salsa division. Are you interested?

QOW - Chili Cook off



Last week's survey was about the Christmas Party. **President Wendy** shared some of the survey results:

There was feedback on the various dates in December. Respondents had overwhelmingly voted to have the event at Riverview. Although, some mentioned Turtle Bay and CR Gibbs. They were also asked about whether they would prefer a sit-down dinner or cocktails and hors d'oeuvres. Many favored the cocktails and hors d'oeuvres type of service.

This survey will assist the committee in putting together a party that considers everyone's input. Thanks for participating!



Bruce Dean introduced our Guest Speaker, John Hutchings, CEO & President of Fall River Brewing Co.

The program was referred to as

Beer Force One

John recently flew his plane up to the Pacific Northwest in an effort to build out his distribution partnerships!

It was efficient and successful!



John started homebrewing as a stress reliever in November 2011. In 2012, he operated a legitimate, licensed brewery out of his garage in Fall River Mills. After realizing it was a "time suck and money waste" as a hobby, he wrote a business plan for a year and, with his wife Amanda's support, decided to go "all-in" in 2013, securing an SBA loan and partners to build a new brewery, which is why the company is "established 2013." He left the construction industry in 2014 to focus full-time on the brewery.

The business grew to 5,000 barrels a year by 2018, but faced a "massive environmental concern" due to wastewater. In 2018, they moved to Redding, California, building a state-of-the-art facility on Eastside Road, which is now considered their "forever home." This facility features a Miramash filter from Belgium, a brewing technology previously reserved for macro brewers, making Fall River Brewing one of nine craft breweries in the US to have this investment. This system increases productivity by three, uses 25% less grain and 30% less water, effectively making every fourth batch free, and increased daily production capacity by 100% without adding labor. The brewery is projected to produce 19,000-20,000 barrels this year, ranking it as the 20th largest by production volume and 16th largest brand of all-year brands.

Fall River Brewing distributes across Northern California (from Bakersfield to the Oregon border), Oregon, Idaho, and Montana. John acquired his pilot's license four years ago during COVID, and they jokingly call their plane "Beer Force One," using it to cover vast territories efficiently. Expansion into Washington is planned for Q2 2026.

Two new tasting rooms are under construction: one at Redding Public Market (with the bar already turned up) and another at Cascade Village in Shasta Lake, both expected to be completed by the end of the year, though currently behind schedule. The company is also considering a future distillery, a personal interest of John's.

John noted that the overall beer industry is experiencing its first decline in 20 years, facing fierce competition and significant consolidation (two distributors control 80-90% of the California market). He highlighted a concern about Gen Z and Gen Y not consuming as much alcohol, leading to a shrinking "bottom end" of consumers. Despite these challenges, Fall River Brewing is the number one best-selling craft four-pack in California. He also spoke of a "big beer brewing brotherhood" where brewers support each other.

Joke of the Day:

So, there was a couple named Bob and Marie "Slater" living in Minnesota, and it's very cold in Minnesota, and Bob and Marie said, we should go to Florida...and go back to the sweet little hotel we went to for when we got married, right? And celebrate our 20 years.

Great idea. So they looked at flights, and Bob and Marie found a flight to Florida. But only one seat was open that night, and another one could go tomorrow. So the husband's like, let me go first. Get us checked in. Get the room ready for us. So he went first, landed in Florida, and Bob's like, oh, this is great. He saw the business center. He said, I'm going to email my wife, Marie, let her know I've made it safely. So he emails his wife, Marie. The only problem is his wife's name is M-A-R-I-E, and he forgot the E.

So, it went to a different Mari Slater. So, this Mari Slater lives in Texas, folks. And two days prior, her husband had passed...and so, she's on her email, looking at her email, she reads this email from Bob, and she faints. And her son. runs to her and picks her up and then looks at the screen and he reads the following email from Bob Slater that says, to my loving wife, I have arrived.

I know you are surprised to hear from me. They have computers here now. I've checked in and it looks like they have prepared your arrival for tomorrow. **Looking forward to seeing you. P.S. It sure is hot down here.**

Here is the link to the PowerPoint Presentation:

https://docs.google.com/presentation/d/1SxLoQo00IkM_qbCZrdv9GqwlP2yP2LuU/edit?usp=sharing&ouid=103710665847894715894&rtpof=true&sd=true

Here is the link to the Reel Movie:

<https://drive.google.com/file/d/1sXtJxxpHUNhjFKbzkDjZoE6ZBd7uggY/view?usp=sharing>

Here is the link to the Pledge Form:

<https://reddingrotary.wufoo.com/forms/mpz9r9r1pe03jl/>

Here is the link to the '25-'26 Club Committee Signup Form:

<https://reddingrotary.wufoo.com/forms/z196xkr4Ossh7ki/>

Nikola Hawes donated a basket for the Door Prize. **Colin Duffy** was called for the President's Fundraiser, but he did not make a match! He did pull his own card, then the card for Bret Christensen.

Eva Jimenez brought the only guest today. It was her husband Chris...however, he wanted to stay in the background, so I am mentioning this at the end of the Spillway as many of you may not read this far...haha!



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"Building better tomorrows by restoring the past"

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