

3/2/2010 PRESIDENT STEVE GONSALVES

“ Helping Others Help Themselves ”



NEXT MEETING
March 9, 2010
Building a Laser
Technology
in Chico



Larry Zulch and Brian Pierce

Larry Zulch is the co-founder and CEO of Photometrics, Inc., a new Chico-based company that is developing a new treatment for skin cancer using light energy to selectively “turn off” cancer cells without pain or side effects.

Larry is also the executive chairman of PLC Diagnostics, a Westlake Village-based company that makes biochips with laser waveguides to detect disease and chemical markers.

Before moving into biotechnology, Larry was founder and CEO of a software company, Dantz Development Corp., that Inc. Magazine placed on their list of fastest growing private companies. Dantz was acquired by EMC Corporation and Larry became Vice President and Officer at EMC before leaving to start Photometrics with Brian Pierce.

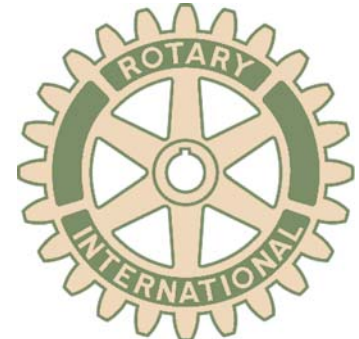
Larry has been on the boards of a number of companies and active in various organizations including Shelter, Inc., which provides assistance for homeless families in Contra Costa County. Born in San Francisco, raised in Marin County, and currently living in Lafayette, Larry collects wine, is a cyclist and skier, and most importantly, a father to three wonderful girls.

Brian Pierce is the founder and Chief Science Officer of Photometrics, Inc, a new Chico-based biophotonics company that is using breakthrough technology to develop safe and effective treatments of cancer.

Brian is also the founder and CEO of Advanced Light Technologies, another Chico-based company that has, for the past 12 years, developed many cutting-edge sterilization processes in the areas of food & agriculture, manufacturing, and medicine.

Born in Chico and raised in the North Valley, Brian has channeled his natural abilities as an inventor and entrepreneur to use light energy as his tool of choice. He has been granted numerous patents centered on his light-based technology, with diverse applications ranging from pest control and food pasteurization, to medical implant sterilization and skin and breast cancer treatment, with many patents pending.

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March 9, 2010

Board Meeting

7:30 a.m. Enloe Conference Center
 Building a Laser Technology in Chico
 Speaker: Larry Zulch and Brian Pierce

March 16, 2010

The New California Nut Festival
 Speaker: Kathy Chance

March 17, 2010

Rotary Information Meeting 5:30 pm
 414 Salem Street, Chico
 RSVP to Dave Rush

March 20, 2010

District Assembly at Butte College
 Register at District 5160 website

March 23, 2010

Butte College Update
 Speaker: Diana Van Der Ploeg

March 30, 2010

Medical Mistakes
 Speaker: Carol Huston

April 6, 2010

Chico Rotary Assembly
 Speaker: Steve Gonsalves

April 13, 2010

Board Meeting
7:30 a.m. Enloe Conference Center
 Educators of the Year
 Speaker: TBA

Important Dates

- Rotary Work Day 4/24/2010
- Wine Tour May 1st & 2nd, 2010
- Omelet Brunch 5/16/2010
- Foundation Family Fun Day 5/22/2010
- Almanor Weekend-Aug. 27,28,29,2010

Rotarian Absentees:

It's up to you to sign yourself in and provide documentation for make-ups and E-make-ups.

Attendance issues are handled at the Tuesday meetings only.

Attendance Reports are available for member review at the Attendance Table. Reports show each member's attendance as far back as one year!

REMINDER: No more than 6 misses in a 6 month period.

NOTE: The following meeting absence lists is for informational purposes only.

February 16, 2010

Allread, Terry; Andreasen, Danny; Bordenave, Neal; Bowen, Brian; Bruder, Eugene; Calandrella, Drew; Campbell, Dana; Chrisman, Leanne; DuBose, Alex; DuFour, Jeff; Farrar, Jeff; Fox, Nancy; Francis, Mar; Ginno, Joni; Keister, Doug; Kimmelschue, Tod; Krebs, Rodney; Laney, Larry; McSwain, Beau; Meester, Butch; Moseley, Debbie; Murphy, Aaron; Murray, Kevin; Normoyle, Darren; Peace, Fran; Ratekin, Jim; Roney, John; Stevens, Jim; Stevens, Kay; Stratton, Darren; Thornton, Bill; Tittle, Tim; Tochterman, Alan; Turner, Rhonda; Watts, Anthony; Wiltermood, Mike

February 23, 2010

Bassett, Melanie; Brashears, Don; Bruder, Eugene; Burkland, Dave; Campbell, Dana; Coger, John; Colbie, Tim; Dickinson, Preston; Evans, Bob; Ferris, Tim; Fowkes, Donald; Fox, Jennifer; Hagerty, Bruce; Hughes, Tom; Johnson, KL; Krebs, Rodney; Kremer, Kevin; Meester, Butch; Miller, John; Murphy, Aaron; Nielsen, Norm; Normoyle, Darren; Pereira, Stephen; Price, Maureen; Power, Gentry; Ratekin, Jim; Rosenberg, Wolf; Shepard, Jeff; Sherwood, Allen; Steinacher, Karen; Stevens, Kay; Stratton, Darren; Tittle, Tim; Walther, Janet; Wiltermood, Mike

March 2, 2010

Allread, Terry; Barnett, Rick; Bellin, Georgie; Bray, Noreen; Brennan, Doug; Campbell, Kym; Coughlin, Jay; Crane, Kelly; Dreifort, Ron; DuBose, Alex; Fox, Jennifer; Fredericks, Laurie; Galka, Sandy; Gordon, Dan; Hagerty, Bruce; Johnson, KL; Krepelka, Rose; Lohse, Chuck; Meester, Butch; Murphy, Aaron; Murray, Kevin; Nielsen, Norm; Normoyle, Darren; O'Connell, Tim; O'Donnell, Mike; Ratekin, Jim; Riggsbee, Craig; Shepherd, John; Sherwood, Allen; Stevens, Kay; Tochterman, Alan; Turner, Rhonda; Vercruyssen, Rene; Walther, Janet; Watts, Anthony;

****Make-Ups Online****

www.rotaryclubone.org

**Members are allowed
2 make-ups for July - Dec
& 2 make-ups for Jan - June!**

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Consulting as a Business Process Expert, Brian implements practical, technical solutions to any problematic process--increasing efficiency and precision. Brian brings a fresh, unhindered perspective to the businesses of biomedicine, bioagriculture, and biotechnology, and he is determined to make a global impact with his purpose-driven Chico companies.

As a humanitarian, Brian seeks to inspire youth, help the homeless, and provide technology to foreign countries through his involvement in a number of local boards and advisory councils. Brian currently serves on the Mayor's Advisory Council, the Industrial Advisors board for various Chico State departments, the board at PathoLase, Inc (promoting medical technology in Northern California), the Jesus Center board (serving the homeless community), and the OMPT board (providing third world education). Brian also continues to participate as a physics guest speaker in various Northstate high schools each school year as he strives to excite future generations about the technology that he is helping to create and expand in Chico and the North Valley.

MARCH 2, 2010 MEETING

OPENING

Meeting opened at 12:31pm

Presiding: **President Steve Gonsalves**

Team in charge: The Hyperbolic Paraboloids

Team Captains: **Rose Krepelka and Dana Campbell**

Invocation and Pledge: **Dave Morgan**

Special Invocation by: Father Bernard

Reporter: **Jeff Shepard**

Photographer: **Will Bono**

Microphones: **Thurza Andrew and Mark Page**

Greeters: All others

VISITING ROTARIANS AND GUESTS

Our exchange student Ana. Ed from Westel introduced by **Charlie Kyle** Tall Lawyer, missed his name.

ANNOUNCEMENTS

2010-2011 Member Survey

"Thank You" Letter From Team 2, Company C 1 – 168th General Support Aviation Battalion (Air Ambulance)

March 5th – Rotary Ski Race - **Leanne Chrisman** presented to **Pat Conroy** a gift basket full of "Racing Fuel".

March 9th – Rotary Board Meeting, 7:30 a.m. Enloe Conference Center

March 20th – District Assembly at Butte College

April 24th -- Rotary Work Day

May 1st and 2nd – Rotary Wine Tour to Nevada City.

May 22nd – Foundation Family Fun Day in Vacaville



Father Bernard

MARCH 2, 2010 MEETING CONTINUED

BYLAW REVIEW COMMITTEE UPDATE

The Board will review the committee's recommendations at the March 9th Board Meeting. The proposed revisions were emailed with the February 16th Oakleaves. Anyone without email can request a copy from the Office. A vote on the proposed changes is anticipated to take place at our meeting on March 23rd.

BYLAW REVIEW COMMITTEE

Jack Van Rossum introduced **Ed Tierney** who was presented with a Paul Harris award. Congratulations Ed.



Ed Tierney
Newest Paul Harris fellow

FINE TIME

We lost the Clam Chowder cook-off to Paradise. Our chowder cooks need to dress a little more sexy next time!

Mark Francis- Daughters constantly in the paper due to the fact the photographer is family friend. Daughters doing well in basketball as well. Chico and PV Saturday night. 8 bells.



Mark Francis
Daughters' PR

Rotaractor, Paige Gilbert, created charter even though one was already made in 1999. President Steve will officially present new Charter. Rotaract meeting Wed. at Golden Valley Bank. 2 bells

RAFFLE

Raffle won by **Craig Duncan**, did not draw Joker, next week \$4300

PROGRAM

Anastacia Snyder introduced speaker Bob McMullin who presented a program entitled "Sacred Stones – Abby of New Clairvaux". Meeting closed at 1:27pm



Paige Gilbert
Rotaract charter

Weekly Rotary Foundation Thought

This week's Rotary Foundation Thought is about Polio



The goal of polio eradication remains elusive, with four countries still polio-endemic. In recent years, some in the scientific community have raised a difficult question:

Can the world eradicate polio, or should we try to contain it? According to an article by Harvard researchers, controlling the disease would be far more costly than eradicating it. The developing world can save more than \$1 billion a year by eradicating, while switching to a control strategy would condemn 10 million children to polio over the next 40 years alone.

We must not lose sight of our vision of a world without polio. We must finish our work and hold true to our promise to the children of the world.

Please support Rotary's international efforts with your check payable to "The Rotary Foundation" in the amount of \$100, \$200 or more. Your generous contributions make a huge difference in our world community. You may return your tax deductible donation to the Club's Foundation Giving Chairperson, Les Heringer or mail to the office.



Speaker
Bob McMullin

Clam Chowder Cook-off

