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A Word from the

Board President



The holiday season is the perfect time to reflect on the successes celebrated throughout the past year. Leadership Santa Rosa Alumni Association is growing more and

more each year. I am proud to serve as President for a second year of an organization where volunteers and leaders want to stay involved and make a difference.

Throughout this past year, we have a newly designed website with updated information for you. For a second year, our Calendar of Events highlights the upcoming events. On Wednesday, February 4th, we are welcoming the new year together. I hope to celebrate with you between 5-9 at the Sonoma County Museum.

Also, I'm looking forward to this holiday season and a new year to work along side of a talented board. As all LSR Alumni, I am grateful to benefit both personally and professionally through my involvement with Leadership Santa Rosa Alumni Association.

First, as an LSRAA member, I have become better informed about community needs and resources, which has helps guide me in my organization to become more engaged in activities which help the whole community.



Second, LSRAA members are inspired to get more involved and to make a difference. By working with people from a variety of backgrounds toward common goal, LSRAA gives generously to LSR and TLT, which impacts our community for the better.

And finally, graduates have a new network of friends and colleagues. After graduation, these connections serve to support community-wide initiatives and add a tremendous depth to our community. In essence, Leadership Santa Rosa Alumni Association prepares continues to help us become better citizens and leaders in our community.

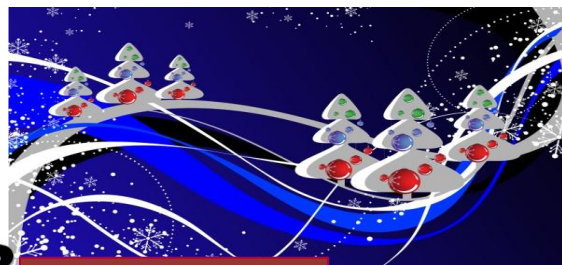
I wish you and your family a Happy Holiday Season,

LSRAA Board President
Dr. Mary Bates, CEO

Boys & Girls Clubs of Greater Santa Rosa

The quality of a person's life is in direct proportion to their commitment to excellence regardless of their chosen endeavor.

- Vince Lombardi



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Happy Holidays from the LSRAA Board of Directors



Standing L-R: Sharie Sbrazza, Chris Smith, Kris Anderson, Chris Rosell, Bob Parker
Front Row: Secretary, Joan Demitz, Pres., Mary Bates, Treasurer, Lisa Hemenway
Not Pictured: Jenifer Levini, Henry Kaku, Victoria Lynskey, David O'Rourke, Eugene Patterson, Anne Marie Przyblyski



Benefits of Membership

In LSRAA

This newsletter is another avenue to keep the Leadership Santa Rosa Alumni connected.

We realize the importance of networking with other individuals. Not only is networking a great way to do business, but also to grow new friendships, support community organizations, develop business referrals, or maybe just kick back and socialize. We hope you will enjoy reading about achievements of other Alumni along with upcoming events planned for 2010.

To spot-light your recent endeavors or share your news, please send articles to: Dr. Mary Bates at srbandg@sbcglobal.net. Business photos may be included with the article.

The newsletter will be produced 4 times a year.

ENJOY!



Eyler Eyes The Economy



Widely respected SSU economist Dr. Rob Eyler presented a generally upbeat and exquisitely detailed forecast on the national and local economic recovery at our alumni association's annual fall forum on the State of the City and County.

About 75 LSRAA members and their guests clung to each word as Dr. Eyler shared that he sees more signs of hope than apocalypse and called on local government to step up to the challenge of acting regionally to attract commerce. Another necessity, he said, is more public-private partnership in education.

Before Eyler addressed the eager LSRAA audience, Santa Rosa Mayor and LSR alum Susan Gorin (Class VIII) reviewed the challenges the city faces in an era of diminished revenue.

The October 3rd forum in the council chambers featured also an elegant lunch by LSRAA board member and treasurer Lisa Hemenway (Class XI), some catching up among LSR friends and a Q&A session with Dr. Eyler.

Every fall, the State of the City and County forum provides an opportunity for members of the LSRAA community to hear from the experts on some of our community's most pressing issues. Past forums have focused on the SMART rail project, gang-violence prevention and the farmland controversy over genetically modified organisms.

The LSRAA board thanks everyone who attended. We look forward to another lively and illuminating forum at the 2010 State of the City and County.



LSR Alumni On The Move

Barbara Beedon, Class XV, has taken off in her new job as Director of Development for the wonderful Pacific Coast Air Museum, which keeps a glorious collection of historic airplanes and aviation-related artifacts at the Charles M. Schulz-Sonoma County Museum. Barbara also is assisting Sign-A-Rama of Rohnert Park as the firm's Operations Manager.

Marie Thomas McNaughton, Class XVIII, is working on her book on Cotati's architectural history. Marie, formerly editor extraordinaire of the LSRAA newsletter, aspires also to complete by early in 2010 a film she is producing for the Cotati Historical Society.

Tamara Dunn, Class XVI, was terribly proud of her daughter, SRJC freshman Ashleigh Dunn, even before the two of them traveled recently to Indianapolis and Ashleigh earned a second-place national award in equine science at the Future Farmers of America (FFA) Convention.

Frank Pugh, Class XIV, has been elected president of the California School Boards Association. Frank, a veteran on the Santa Rosa School Board, may never crash a White House party but he did tell a reporter for California School Magazine recently that he wishes President Obama would invite some California school-board members to a soiree. "We could tell him a few things about what governance is all about and we could tell him why it's really important," Frank said.





*They Call Him
"Coach Patterson"*

He's "Eugene" to us, but he also responds well to "Coach Patterson."

Basketball is a lifelong passion of LSR XXIII's Eugene Patterson, one of the newest members of the board of the LSR Alumni Association. He played constantly as the kid in Santa Rosa and he contributed so much to the varsity squad at Cardinal Newman that Holy Names University of Oakland granted him an athletic scholarship.

"We had a great team," beamed Eugene, who started all four years at Holy Names, where he studied business administration.

He still plays some but he honors the game most by working as head basketball coach at Forestville's El Molino High School. He's a happy and grateful man utterly in bliss when he's on the court with his team.

"You learn so much from these kids," he said.

Coaching is his second job. Eugene suits up every workday as an assistant vice president with Exchange Bank and manager of the Coddingtontown branch. It was Exchange Bank colleagues – among them, Rolf Nelson, a member of Class XV and chair of the LSR Steering Committee – who recommended that he apply to LSR.

Eugene was born in Santa Rosa and grew up here, and he's always been active in community affairs. Even so, he said, he was astounded by all

that his LSR experience taught him about his hometown and its issues and its opportunities for leadership.

As an LSR alum, he was scouting for chances to become even more involved in Sonoma County civic life when classmate Rita Alonso recommended he look into joining the board of the LSR Alumni Association. He accepted a seat on the board and promptly volunteered to become the Membership Chair.

So now he's managing a bank, coaching a varsity basketball team and talking to members of the current LSR Class and to program grads about the myriad reasons to join and support the good works of LSRAA. Oh, and he's helping to bring up a family.

Eugene and his wife, Tara, whom he met at Santa Rosa Junior College, are kept busy at home by sons Donovan, 4, and Brandon, 16 months.

If you know Eugene, you know he feels blessed to have grown up in Santa Rosa and to be raising his boys here and he is dedicated to doing all he can to assure that this remains a vibrant and compassionate place to live.

If you haven't yet met Coach Patterson, do make a point of it. You'll see that he has a lot on the ball.



*LSRAA
New Year Party*

As soon as you get your 2010 calendar, please locate February 4th, it should be a Thursday, and jot down "LSRAA New Year Party, 5-9 p.m., Sonoma County Museum."

This annual, first of the year gathering is a favorite LSRAA event. We LSR grads gather on a chilled winter night, catch up, sip a glass of wine, enjoy a little something to eat and kick off a New Year.

More details will follow. In the meantime, happy holidays from the board of LSR Alumni Association.

