

## The Object of Rotary

The object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular to encourage and foster:

First. The development of acquaintance as an opportunity for service;

Second. High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying by each Rotarian of his occupation as an opportunity to serve society;

Third. The application of the ideal of service by every Rotarian to his personal, business and community life;

Fourth. The advancement of international understanding, good will, and peace through a world fellowship of business and professional men and women united in the ideal of service.



# Alturas Rotary Club

1928



2003

## 75 Years

District 5190

## Presidents of the *The Rotary Club of Alturas*



### HONORING 75 YEARS OF MEMBERSHIP IN ROTARY INTERNATIONAL

### The Rotary Club of Alturas, California, USA

admitted 24 January 1928

is recognized for its dedication to the Object of Rotary  
and its commitment to the ideal of Service Above Self

Date 24 January 2003

*B. Pattaluri*  
Bhichai Pattaluri  
President, Rotary International



Years	President	Years	President	Years	President
1928-29	J. H. Mahan	1953-54	Orville W. Boyd	1978-79	Robert Brooks*
1929-30	C. S. Baldwin	1954-55	Karol Woodward*	1979-80	Neal Phillips
1930-31	E. F. Auble	1955-56	James L. Reid	1980-81	Guy M. Young
1931-32	Crait Jarman	1956-57	G. Guy Young	1981-82	Rob Flournoy*
1932-33	O. D. Morgan	1957-58	Glenn Flournoy	1982-83	Bobby G. Ray*
1933-34	Mitchell Tillotson	1958-59	Nolan Bannister	1983-84	Cecil Pierce
1934-35	Phil Woodward	1959-60	Paul B. Baker	1984-85	John Baker
1935-36	John Cummings	1960-61	David Metlen	1985-86	Donald D. Crum*
1936-37	Ray Hards	1961-62	Kent Larsen	1986-87	Joe Coffin*
1937-38	Francis Drag	1962-63	Daly Brown	1987-88	Richard Steyer
1938-39	Bert Helms	1963-64	Norval Eastin	1988-89	Tony Lelli*
1939-40	Warren Sloss	1964-65	Raymond Callahan	1989-90	Dean Harbaugh*
1940-41	Marks Smith	1965-66	Floyd Porter	1990-91	Daniel Silveria@
1941-42	Nels Matthews	1966-67	"Mick" Jones	1991-92	Seab McDonald@
1942-43	Clarence Ebbe	1967-68	K.C. Tierney*	1992-93	Frank Burk
1943-44	Leon Johnson	1968-69	Robert L. Sloss	1993-94	Francis Barclay*
1944-45	Paul Reimer	1969-70	Dave Stomps	1994-95	William Madison@
1945-46	Paul Tanner	1970-71	Harry Flournoy	1995-96	John Dederick
1946-47	Orville Spath	1971-72	Bill Tierney	1996-97	Walter Davis
1947-48	Reuel Laird	1972-73	R. A. Stanford	1997-98	T. Lelli&D. Crum*
1948-49	L. J. Austin	1973-74	Russell Stauffer	1998-99	Mike Mason*
1949-50	Phillip McKenney	1974-75	Gordon House	1999-00	Phil Smith*
1950-51	James Laird	1975-76	John Joines	2000-01	Roger Dorris*
1951-52	A. B. Wilson	1976-77	Glenn Jobe	2001-02	David Mason*
1952-53	Frank DeVore	1977-78	Jim Knauss	2001-02	Alan Cain*

\*Still members

@ Members of the Alturas Sunrise Club.



## It All Began in 1905 in Chicago...

Paul Harris, a Chicago lawyer, was 32 years old when he conceived the idea of Rotary. He had gone to visit a friend in a nearby city, and was impressed with how many of his friends were also his friend's business acquaintances. He resolved to bring together a group of his own business and social associates for "friendship and fellowship." Harris worked on this idea for five years, and on February 23, 1905, the "Club's" first meeting was held in Harris's office. The name "Rotary" was adopted from the group's decision to rotate weekly meetings in the offices of the members.

In its third year the Chicago Rotary Club decided that Harris's idea had proved its worth.

A modest expansion program was undertaken. The second Rotary Club was formed in San Francisco in 1908. Later, Rotary became international with the organization of the Rotary Club of Winnipeg, Canada.

### In 1927, a Meeting was Held in Alturas . . .

A front-page article in the *Alturas Plaindealer* of Friday, December 16, 1927 reported "Last Saturday evening, a number of business and professional men of Alturas met at the Congregational Church to discuss the advisability of forming a Rotary Club in Alturas."

The same article also stated that four men from Susanville, led by Gus Pardee, were present to explain the workings and aims of Rotary, and how to form a club. After a full discussion, it was decided to form a club under the sponsorship of the Susanville club.

Those present elected a board of directors to serve until July 1<sup>st</sup> of the next year, and the directors in turn elected the following officers: President J. H. Mahan, Vice-President C. S. Baldwin, Treasurer R. R. Baker, and Secretary E. F. Auble.

A tentative date for the presentation of the new charter was set for Friday, January 20<sup>th</sup>, 1928, but this was delayed until March 2<sup>nd</sup>, 1928 due to extreme weather conditions. The official date on the Charter is January 24<sup>th</sup>, 1928, and the charter number is 2741.

the *Alturas Plaindealer* reported the gala event for the charter presentation, which was held at the Niles Hotel and attended by over 200 Rotarians, wives, guests and the visiting dignitaries, who arrived by both train and auto. Among the guests were Almon Roth, Stanford University, District Governor; Leigh Sanford, President, Reno Rotary; George McCracken, President, Fallon Rotary; Gus Pardee and many members of the sponsoring Susanville Rotary Club. After the dinner meeting and program, a dance was held at the MUHS Hall, with music by Huick's Collegians. The Alturas Rotary Club was on its way.

Other interesting things were happening in Alturas at this time. The community had just celebrated the conversion of the NCO railroad from narrow gauge to standard gauge; Presley Dorris was just elected President of the California Cattlemen's Association in a meeting held in the Palace Hotel in San Francisco; the local voters had just successfully passed Modoc Union High School bonds by a 4 to 1 margin.

New cars were selling for anywhere from \$595 to \$750 and a group of Alturas businessmen were pushing hard for the "Yellowstone Cut Off, a proposed main highway up the California valley to Redding, then Burney, Alturas, Lakeview, Burns, and on to Yellowstone National Park.

Charter members of the Alturas Rotary Club were:

E. F. Auble	J. H. Mahan	A.E. Sweeney
R. R. Baker	S. H. McCartney	Tom Walls
C. S. Baldwin	O. D. Morgan	H. C. Watson
R. A. French	J. T. Negley	Leonard Wesleader
J. J. Gloster	C. E. Robinson	Phil Woodward
Frank Kerr	Dr. John Stiles	

After the charter presentation on March 2<sup>nd</sup>, the club held its first official meeting at the Ladies Civic Club on Tuesday, March 6, 1928. A few months later, the club meeting place was moved to the Niles Hotel, where it was to remain until 1975 when temporary closing of the Niles caused a move to the Brass Rail.

The *Alturas Plaindealer* noted, "The sign of a Rotary Club in town means progress of the right sort and is indicative of the class of citizens represented. Alturas may well be proud of the fact that they are going to have a Rotary Club here."



## For Seventy-Five Years, Rotary Has Contributed to the Alturas Community...

When one undertakes the task of writing an article of this nature, the potential for some inaccuracy is great, as you rely on sketchy records, and people's memories to a large extent. One thing stands out, however, and that is that Alturas Rotary Club has made the community a better place in which to live and raise a family. There is no question about that!

Chartered just prior to the depression of 1929, the club and its members were kept busy just surviving during those early years. Members spearheaded a drive to keep Pine Creek Reservoir after it no longer served in its original role of electric power generation. Dr. Auble and Orville Spath initiated one of the club's oldest activities – the annual Fish Derby – in 1948. Lovell Ingraham was also very instrumental in this first fish derby, and the late editor of the *Modoc Record*, Bob Sloss, recalled the event vividly. Rotary members patrolled the area prior to the opener to insure the kids would have "first crack" at the fishing. In those early years, as many as 300 youngsters fished and caught as many as 500 fish. General Dean of Korea fame led a Memorial Day parade in about 1955 and was present at a fish derby. The reservoir was not maintained after COPCO pulled out, and fell into a state of disrepair, causing the derby to move elsewhere for a while. Paul Baker led a Rotary drive, and with the help of Assemblywoman Pauline Davis the reservoir was drained, repaired, and filled again. The fish derby returned under the leadership of K. C. Tierney and Bob Sloss

Another early project was the Livestock and sale for FFA and 4-H members. Started in 1949, with L. J. Austin as president, the show and sale included all animals, plus chickens and ducks, and everything sold. That first sale was to gross over \$11,000. Over the years many improvements were made to the show grounds. Barns were built, fences improved and rebuilt and in 1974 the event was named for one of its most devoted supporters, the late Rotarian John O. Cummings. Farm Advisor Bob Savage (now retired) has been the main man to "ram-rod" this most successful

activity. Management of the event has gradually been turned over to the Junior Livestock Show Board, consisting of FFA and 4-H members who participate, under the guidance of the Farm Adviser. Rotarians continue to support the show in large part as buyers of the animals. At the last show and sale in 2002, over 300 animals were sold for a gross of over \$100,000.

The Rotary Club spearheaded a drive to obtain funds for the Alturas Youth Park. Mick Jones was the person most responsible to bring this project through and he enlisted the help of other civic groups. The Modoc Joint Unified School District, with Superintendent Howard Riddle, also a Rotarian, was a helpful partner in this \$100,000-plus project. Initially the bonds were being paid off by the school district as rent for their use of the facility, but after the passage of Proposition XIII in 1978, other steps had to be taken. With the bonds about to go into foreclosure, the Rotary Club again stepped in. Through a series of annual radio auctions, organized by Rotarian Tom Krauel, the club managed to raise enough money annually to more than meet the annual payments of \$6600. In fact with some other sources of income and a couple of endowments the bonds were paid in full several years ahead of schedule.

Alturas Rotary won the District award for Community Service in the late 60's, with over 50 other clubs competing. This was due to the club's dedication to serve the youth of the area. It has been co-sponsor of the Punt, Pass and Kick contest with Tierney Ford. For years, one or more graduates of Modoc High School have received Rotary Scholarships. Rotary sponsors a Career Day at the High School each year, and annually supports school activities such as homecoming, tournaments, and "Grad Night." Rotary sponsors an invitational track meet in the spring that attracts as many as 16 schools; and has sponsored wrestling meets, hosted numerous banquets and breakfasts, sent students to Boy's State, Washington D.C., Rotary Youth Leadership Awards, and the list goes on. Other youth have benefited such as school crossing guards, swim teams, boy scouts, cub scouts and little league (both boys and girls).

For years Rotarians have sponsored the Senior Breakfast at the Modoc District Fair in conjunction with the Rotary Club of Surprise Valley.



In 1995, the Alturas Rotary Club launched its most ambitious project yet. Under the leadership of Past President Billy Madison (now a member of the Rotary Club of Alturas Sunrise) and Mike Mason, the club launched a multi-year project to raise the money to build "Alturas Field," a complex of four Little League diamonds (including one for the Tee-Ball group), complete with backstops, dugouts, grandstands and restrooms. To generate the funds for this project, Billy and Mike conceived and organized "The Great Pit River Duck Race," patterned after the Duck Race Fund Raisers undertaken by many other Rotary Clubs –but with a twist. Limiting the tickets to 2500 (increasing to 3000 in the second and subsequent years), they sold for \$25 each, and the grand prize was a new pickup truck. From 15 to 20 other prizes were also awarded (all or mostly donated), so the club netted about 50% of the proceeds of each race. Also unique was the fact that each "ticket" was in fact a book of coupons from various local merchants, the full retail value of which exceeded the cost of the ticket by two or more times. A special award was also provided for "Corporate Sponsors" – defined as buyers of ten or more tickets. On race day (held during Alturas' annual Fandango Days celebration in early July) the ducks were released at the Estes Street Bridge and, with the help of a special upstream water release, courtesy of Randy and Carol Sharp, made their way to the Main Street bridge, where they were funneled into a finish line. Most years, Congressman Wally Herger was there to retrieve the winning duck. Over the years (1995-2001), more than \$250,000 was raised for the construction of Alturas Field. This was supplemented by tens of thousands of dollars' worth of donated labor and services, and the finished project was formally dedicated in 2002, on completion of the restrooms. The baseball fields themselves went into use for the 2000 season.

After the Chartering of the Rotary Club of Alturas Sunrise in 1997, the Duck Race and Alturas Field became Joint projects of the two clubs, under the continue leadership of "Duck Bill" Madison for the Sunrise club and "Deputy Duck" Mason for the original club (now sometimes referred to as "the Nooners").

## Alturas Helps Rotary Grow...

Always on the lookout to spread the Rotary message, Alturas has been a sponsor or co-sponsor of new clubs in Surprise Valley (Cedarville) in 1938, and Alturas Sunrise in 1997, both in California. Also, the Alturas Rotary club was a co-sponsor with the Klamath Country Rotary Club of Klamath Falls for the Rotary Club of Lakeview, Oregon.

## Alturas Hosts Students from Abroad...

Rotary International is proud of its Rotary Youth Exchange Program. This is a program to bring high school-age young people from other countries to live and study in local communities for a year. The host families for these young people are usually Rotarians, but do not have to be; the main requirement being willing to open their home to a visiting young person and treating them as their own child.

Alturas has enjoyed having students from Argentina, South Africa, Australia, Mexico, the Netherlands, Peru, Germany and France. We have also sponsored several local students to Mexico, Brazil, the Netherlands and Sweden.

## Alturas Hosts Group Study Exchange Teams...

Each year, Rotary District 5190 exchanges teams composed of young professional and business people who are non-Rotarians, under the leadership of a senior Rotarian, with another nation. The stay is usually for six to eight weeks. The team members are hosted by Rotarians, wherever they go. Oftentimes Alturas has been privileged to host these visiting teams, and has enjoyed visits by teams from Argentina, Denmark, Mexico and England.

*Service Above Self  
They Profit Most Who Serve Best*

## District Governors from The Rotary Club of Alturas

The Rotary Club of Alturas went nearly fifty years before producing a District Governor. Since that time the club has produced one each decade – far above average for a small to medium sized club. In fact, only the Reno and Carson City clubs, the two largest in the District have produced more.

*Maurice W. "Mick" Jones joined the Alturas club in 1958. After several lesser club positions, he served as Club President in 1966-67. After many years in the new and used car business, Mick went into the mobile rental business in 1976. He was selected to be Governor of District 519 for the 1975-77 year. Mick, who had over 18 years of perfect attendance, and his lovely Rotary partner, Audre, represented the district well and brought honor to our local club. It should also be noted that, while serving as Governor, Mick was elected to the first of four terms as County Supervisor. Mick passed away last Spring, but Audre remains an honorary member of the club.*

*Doctor Paul Nielsen joined the Alturas club in 1981, having been a member of several other Rotary clubs for a period of over 20 years, during his careers as a school administrator and university professor. He had served as club president in both the Calxico and South San Francisco clubs. At the time he became District Governor in 1987-88, he had over 30 years of perfect attendance and had "made up" in nearly 20 countries. During his term, the primary drive for PolioPlus was launched, and the District exceeded it's goal of \$1.3 million by nearly 10% toward the International total of \$224 million. Paul remained active in the club until his death last fall. His wife, Mollie continues to be an honorary member of the club.*

*Joe Coffin also joined the Alturas club in 1981, but as a new Rotarian. He served in a variety of capacities before becoming club president in 1986-87. He served as District Treasurer during Paul Nielsen's term as Governor, and went on to serve four other governor's as Governor's Representative (now known as Assistant Governor). During those years he also served as club secretary under 6 presidents. He was selected as District Governor for the year 1996-97. During his year, with much help from his Rotary partner, LaVon (known affectionately as "Whatsername") he chartered two new clubs (including the Rotary Club of Alturas Sunrise) and one new Interact club. He also brought the District to its highest level of per capita giving to the foundation (except for Paul's PolioPlus year) at nearly \$100 per member. Joe has over 20 years of perfect attendance and has been designated a "Major Donor" by the Rotary Foundation. Lavon passed away in 2000, but Joe remains active as the club's bulletin editor, and as the chair for this 75<sup>th</sup> Anniversary celebration*

## Paul Harris Fellows

A donation of \$1000 to the Rotary Foundation of Rotary International entitles the donor to designate an individual as a Paul Harris Fellow. Through the years, the Rotary Club of Alturas has conferred this award on each of the following:

Year - Paul Harris Fellow	Year - Paul Harris Fellow	Year - Paul Harris Fellow
1975 Phil Woodward	1987 James L. Reid	1996 Roger Dorris
1977 Maurice "Mick" Jones	1989 Rob Flourmoy	1997 Fred Franks, Tony Lelli & Dick Huff
1980 Harry Flourmoy	1990 Karol Woodward	1998 Owen M. Panner, Jr.
1981 Neal Phillips	1991 Albert Escue	1999 R. Paul Baker
1982 Kent Larsen	1992 Robert F. Brooks	2000 Doug Propst
1983 K. C. Tierney	1993 Thomas Krauel	2001 Michael Mason
1985 Marion Fisher	1994 Bert McCowin	2002 Bobby G. Ray
1986 Floyd Porter	1995 Daniel Silveria	

Several Rotarians have chosen to directly support the Foundation through their own donations and have exercised the privilege of designating persons of their choice as Paul Harris Fellows. The first to do so in 1982 was Paul Harris Fellow and Past District Governor, "Mick" Jones, who designated his wife, Audre as a Paul Harris Fellow. Others include:

Year	Donor	PHF	Year	Donor	PHF
1986	P. Nielsen	Paul Nielsen	1994	L. Coffin	Betty Chism
1987	J. Coffin	Joe Coffin	1994	D. Crum	Don Crum
1987	R. Steyer	Richard Steyer	1995	L. Coffin	Lee Unger
1987	O. Panner	Owen Panner	1996	L. Coffin	Ruth Unger
1988	J. Baker	John Baker	1997	P. Nielsen	Mollie Nielsen
1988	P. Nielsen	Amy Carney	1997	L. Coffin	Cheryl Ford
1988	J. Coffin	LaVon Coffin	1998	J. Coffin	Steph Coffin
1988	R. Steyer	Sophus Dahl	1999	L. Coffin	Kim Aldana
1989	J. Coffin	Owen Coffin	2000	J. Coffin	James Coffin
1989	A. Escue	Dorothea Escue	2000	P. Smith	Phil Smith
1990	J. Coffin	Thelma Coffin	2000	K. Merwin	Kerry Merwin
1991	J. Coffin	Roland Campbell	2001	J. Coffin	Edna Brown
1992	J. Coffin	Helen Kemper	2002	J. Coffin*	Walt Gysin
1993	R. Savage	Robert Savage			*This donation earned the title of "Major Donor."



## 75 Years Later...

### *The Officers:*

**Alan Cain, *President***  
**Leta Bethel, *President-Elect***  
**Paul Dolby, *Secretary***  
**Carol Callaghan, *Treasurer***  
**David Mason, *Past President***  
**Pam Couch, *Director***  
**Roy Moore, *Director***  
**Bobby Ray, *Director***  
**Phil Smith, *Director***  
**Frank Whalen, *Director***

### **The Members:**

Edith Asrow, Natural Resource Mgt  
Fritz Barclay, Law  
Leta Bethel, Propane  
Bob Brooks, General Insurance  
Tim Burke, Natural Resource Mgt  
Alan Cain, Auto Body Repair  
Carol Callaghan, Public Service Agency  
Jim Cavasso, Steel Products  
Vickie Cochrane, Law, County  
Joe Coffin, Taxpayer Representation  
Pam Couch, Public Transportation  
Pauline Craven, Social Services  
Donald Crum, Veterinary Services  
Paul Dolby, General Insurance  
Roger Dorris, Real Estate  
Rob Flournoy, Beef Promotion  
Carol Harbaugh, Education Administration

Dean Harbaugh, Law Enforcement  
Rhonda Haselip, Honorary  
Deborah Holub, Subst. Abuse Testing  
Audre Jones, Honorary  
Tony Lelli, Electric Utility  
David Mason, Law  
Michael Mason, Law Enforcement  
Merritt Mielke, Law Enforcement  
Roy Moore, Law Enforcement  
Molly Nielsen, Honorary  
Doug Propst, Ranch Management  
Bobby Ray, Accounting  
Bob Savage, Farm Advising  
Phil Smith, Mental Health  
K. C. Tierney, Automobile Sales  
Frank Whalen, Aircraft Maintenance  
Karol Woodward, Groceries

### **Seventy-Fifth Anniversary Committee:**

Joe Coffin, PDG, Chairman  
Bobby Ray, PP  
David Mason, PP  
Leta Bethel, P-E

## THE FOUR-WAY TEST

OF THE THINGS WE THINK, SAY OR DO

- 1 Is it the TRUTH?
- 2 Is it FAIR to all concerned?
- 3 Will it build GOODWILL AND BETTER FRIENDSHIPS?
- 4 Will it be BENEFICIAL to all concerned?



*"Service Above Self—  
He Profits Most  
Who Serves Best"*