Editor: Jordan Eller & Steve Phillips Volume XLVI, Number 7

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata August 27, 2009

Meeting August 27, 2009 Reported by Jordan Eller



Jim Word introduced guests and visiting Rotarians.

President Jeff rang the bell and invited everyone to have lunch. Jeff thanked Rich Stewart for greeting today.

Our inspirational moment was given by Jeff Hata and our Flag Salute was led by Chuck Yuncker.

Introduction of guests and visiting Rotarians was handled by Jim Word. We did not have any visiting Rotarians and our only guest

was Joe King guest of P.D.G. Jan Lindsay.

John Borneman and Dave Anderson led us in a song titled "Fire Time." How appropriate!

Deborah Perkins told us that today's raffle prize was a \$50 gift card to Trader Joe's generously donated by Bill Spellman.

Announcements:

Jeff told us that the board meeting would be Tuesday at 7:00 am at DW's on Victoria.

Please keep Carol and Allen Olson in your thoughts and prayers. Their grand daughter passed away last week after a sudden illness.

The District Conference will be October 23 - 25 right here in Ventura. We need as many club



President Jeff Hata gave our Inspirational Message.

members as possible to attend. Deborah Roberts will be coordinating the Sand Castle building contest. There will also be a Poker Tournament, Hoola Hoop Contest, Golf Tournament among other events.



Rich Stewart was pretty hungry todav!

The Rotary Club of Westlake Village is hosting a Golf Challenge September 21st. There will be a perpetual trophy up for grabs to the winning club. See Husam if you would like to participate.

Gary Moratz has tendered his resignation from the club. This leaves us with the New Generations Director position open. If you are

interested in this position or Vocational Service, let Jeff know. Husam is willing to switch to New Generations if somebody else would take Vocational Service.

Avenue of Service reports: Husam reported that the schedule for Vocational Service is set for the year.

Judy Hoag talked about the Nicaragua trip September 8th - 14th.

We will be hosting the Ventura Chamber mixer on September 24th and our annual "Piggy" BBQ will be September 19th. Reminder that our meeting on September 17th is being moved to the 19th.

Happy Dollars: Husam Hishmeh has a new "little" Hishmeh in the family. Must mean it's time to buy Meeting, cont'd on page 3

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Web Addresses R.I.: www.rotary.org • District 5240: www.rotarydistrict5240.org

Presidents Message ...



Jeff Hata President 2009-2010

Welcome to September. On the Rotary calendar, September is New Generations month. What is New Generations?

New Generations is what used to be Youth Service. This is directed to people under the age of 30. Did you realize that as a Rotarian your have been charged with the task to work with this segment of our population and help them improve their life skills thus insuring they will have a more successful future?

There are four RI programs directed at New Generations. They are Interact, Rotaract, RYLA and Rotary Youth Exchange. Our club currently sponsors the Interact Club at Buena High School and we send about 6 students to RYLA each year. There is a community based Rotaract Club that has been sponsored by all four Rotary Clubs in Ventura that we are trying to get going and our club has participated in the Rotary Youth Exchange program in past years.

We have a very successful Interact program at Buena, but after the Interact members graduate what then? This is why it is so important that our club along with Ventura, Ventura-South and Ventura-Marina work together to have a successful Rotaract club. We all say we want younger members, but if we do not have a "Rotary" option for the young adults after they leave Interact how can we be successful in graduating them into our Rotary clubs. This is why we must work hard to get the Rotaract club established. It would be a much easier "sell" to get a person who grew up as an Interactor then Rotaractor to become a Rotarian then to get a person who knows very little about Rotary, don't you think? So during this month of September, be aware it's New Generations month and what are you going to do to mentor a young adult in improving their life skills?

This past weekend we held our big BBQ at Conejo Creek in Thousand Oaks for SemTek. Congratulations to Jordan Eller and Bill Gray for organizing a very successful event. Because of the quality of the food and the "staff" Jordan and Bill may have secured another event serving over 200 in the near future.

We would be remiss in not thanking Robert Jacobi and Rachel Main, owners of Main Course California, for securing the majority of our food order and also for allowing us to use their kitchen to prep in. Robert and Rachel's efforts saved us hundreds of dollars in food cost and by allowing us to use their kitchen we were able to prep our tri-tip and chicken in record time! So if you haven't eaten at Main Course California yet, you need to. We need to support Robert and Rachel as they have supported us!

YIRS, Jeff

2008 - 2009 Club Board of Directors

Jeff HataPresider	nt
Wendy PazenPresident Elec	ct
Deborah Roberts Past Presider	nt
Michelle Mercado Secretar	у
Robert Lynn Treasure	er
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Nicolette Sloan Director 2007-201	0
John Borneman Director 2009-201	1
Henry Oster Director 2008-201	1
Deborah PerkinsDirector 2009-201	2
Robert PazenDirector 2009-201	2

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Wendy Pazen	Club Service
Husam Hishmeh	Vocational Service
Tom Swan	Community Service
Gary Moratz	New Generations
Dave Anderson / Judy Hoag	International Service
Mark Smith	Interact

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The Four Way Test

First ... Is it the TRUTH? Second ... Is it FAIR to all concerned? Third ... Will it build GOOD WILL and BETTER FRIENDSHIPS? Fourth ... Will it be BENEFICIAL to all concerned?



Programs

Program Chair: Rocky Ludes

September 3, 2009

Habitat for Humanity - Stacy Swanson September 10, 2009

State of the Auto Industry - John Masterson **September 17, 2009**

Meeting moved to Sept. 19th - Piggy BBQ **September 24, 2009** Avenues of Service

Greeters

September 3, 2009

Bill Spellman & Mark Smith September 10, 2009 Midge Stork & Joe Strohman **September 19. 2009**

Tom Swan & Vance Thompson September 24, 2009 Sandy Waddell & Monte Widders

Rotary Recognition Program Chair: Rich Stewat

September 3, 2009 - TBA

September 10, 2009 - TBA

September 19, 2009 - N/A

September 24, 2009 - TBA

Meetings

TBA

New Member Training Session

September 17, 2009

Vocational Service 3rd Thu/Month, 1811 Knoll Dr. 5:30 PM

September 1, 2009

Board of Directors Meeting 1st Tue/Month, DW's, 1985 S. Victoria Ave, 7:00 AM

September 14, 2009

Club Service

2nd Mon/Month, Carrows Telephone Rd. 5:30 PM

September 14, 2009

Community Service 2nd Mon/Month, 290 Maple Ct #118 5:30 PM

September 15, 2009

International Service 3rd Tue/Month, Marie Callendars (Victoria) Dr. Noon

September 17, 2009

New Generations 2nd Thu/Month, 1811 Knoll Dr. 5:30 PM

Every Monday

Buena Interact Club Buena High School, Room 48 12:30 PM another Domino's. Jan Lindsay gave a happy dollar for Dave Anderson's work on drawing up the blueprints for the new building going up in Nicaragua.

Deborah Perkins held our opportunity drawing and our lucky winner was Judy Hoag! Congratulations Judy.

Today's program was on the recent Rotary International Convention in Birmingham, England. Jan Lindsay, Deborah



R-L President Jeff Hata, Past President Deborah Roberts, Past District Governor Jan Lindsay.

Roberts and Jeff Hata attended the Convention and reported on different aspects of it. Jan put together a slide show incorporating pictures from all of them.

Jan began with an overview. Attending an RI Convention is a great experience. The House of Friendship is a very large convention hall, with Rotary licensed vendors plus many local commercial vendors. Various Rotary Fellowship Groups will also be represented there (such as Rotarians interested in stamp collecting, biking, fishing, flying, golf and just about you-name-it. There are many entertainment groups on stages in the House of Friendship too, and of course food and beverages.

The plenary sessions are usually 9 a.m. – 12 noon. There is a business portion of the meeting, then world-class keynote speakers, and excellent entertainment in between. The afternoons have breakout sessions such as a membership roundtable. There are evening programs too. Special events include the RI President's Luncheon, and Paul Harris Luncheon.

The opening flag ceremony has each of the 172 RI countries represented, one by one, as the flags are lined up on the stage. There are also pre-convention events, such as the slide we saw of RYLA participants.

Some of the world-class speakers included Desmond Tutu, activist for human rights, Ban K-moon, Secretary General of the UN, Mia Farrow (working for Darfur relief) and Jane Goodall (on the environment). Our own Deepa Willingham from Santa Ynez also was a keynote speaker on poverty and rights for women.

We saw some slides of people from around the world in their traditional clothing. The colorful attire adds to the excitement and beauty of the convention.

Next year's convention is in Montreal. There have been some suggestions on ways to make the trip really special, possibly combined with a train trip across Canada. If you are interested, talk to Carol Marquez-Olson.

Thanks Jan, Deborah and Jeff for your inspirational presentation.

In tech matters, play to Gen Y's strengths

by Judith Crown

The Rotarian -- September 2009

Illustration by Dave Cutler D odie Butler considers herself reasonably savvy when it comes to technology. But when the 50-year-old baby boomer was looking for high school and college students to volunteer for a community mentoring project, it never occurred to her to use Facebook. To the marketing director at her firm, however, that was the obvious solution. Kayleb McKelvain, 21, "thinks in a different way



Illustration by Dave Cutler

about the tools that are out there," Butler says.

Members of Generation Y, also called millennials – born between 1981 and 2001 – have been making their mark in the workforce at an early age, thanks to their mastery of technology. Having grown up with personal computers, cell phones, and iPods, they have a huge advantage and often expect to use it to advance quickly in the workplace. But some boomer managers say these young workers can seem cocky and demanding, spend too much time socializing online, and have yet to pay their dues.

Simon Fulber, who at 33 is a Gen Xer – sandwiched between the boomer and millennial generations – finds that he sometimes acts as a mediator between his older and younger co-workers. Millennials, with their easy grasp on technology, crave respect, notes Fulber, a senior performance and learning consultant at Vancity credit union in Vancouver, B.C., Canada. At his firm, they balk at boomers' methodical way of teaching, such as having everyone sit in a classroom to learn about the credit union's products. "They don't want a lecture," Fulber says. "They say, 'Let me experience it.""

Instead of carping at each other, boomers and millennials should take advantage of each others' strengths. Boomers may have valuable institutional knowledge and insight into the way business works, while

Gen Y, cont'd on page 5

Wendy Pazen Office Manager

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Important Dates

Sept. 19	Piggy BBQ
	Ventura Chamber Mixer
· ·	Pumpkin Patch
Oct. 1	.D.G. Luz Maria Visitation
Oct. 17	Casino Night
Oct. 23 - 25	District Assembly



Jill Gregorchuk

Vice President Banking Services Manager

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Gen Y, cont'd from page 4

millennials can often see more efficient ways to do things. "They want to improve how work gets done," says Diane Thielfoldt, a Seattle consultant who specializes in generational differences in the workforce. "They're used to a fast pace and want to keep things moving."

In Rotary, too, tech-savvy millennials are dragging their sometimes hesitant elders into the 21st century. Heather Jennings, the 24-year-old executive director of the Rotary Club of Dallas, has encouraged members to use text messaging as a method to reach her. "I offer club members various ways to contact me – either by calling, e-mailing, or texting," she says. "That way I can respond right away."

Some are not so sure about texting – "I've never done that" is a typical response - but Jennings has nudged members along, in the process streamlining the club's communications. In return, Rotarians have coached her on how business works. Now, she says, instead of handling all her correspondence via e-mail, "I've come to writing notes by hand, because people appreciate it."

Butler, a member of the Dallas club, marvels at Jennings' accomplishments, noting that for fellow club members who are in their 70s and 80s, "texting is a foreign concept." Jennings, she says, "brings technology forward and gets people to use it. And she has the charming trait of not making you feel stupid."

David Vilbig, a 55-year-old boomer who owns a civil engineering firm, gives millennials credit for that technical literacy. But Vilbig, also a member of the Dallas club, says it seems that some younger workers feel they have a "God-given right" to spend their workday texting and surfing the Internet. He laments that he's had to fire more than one employee who went overboard using the company's computers and cell phones for socializing. "One guy I had to let go after three months," Vilbig recalls. "He had 5,000 texts on his [company] cell phone."

Boomer notions about technology, meanwhile, can frustrate younger workers. Scott Brown, secretary of the Rotary Club of Columbus, Ohio, and a 43-year-old Gen Xer, says he has found older club members curiously resistant to clicking on attachments or links in e-mail. "Some members don't like the idea of an attachment," he says. "They want everything to be in the body of the e-mail. For the younger members, it's no big deal."

Their vaunted technical proficiency has made many millennials confident – very confident. Fulber, who is president of the Rotary Club of Vancouver Quadra, recalls one employee who believed he'd already mastered his own work and began seeking out assignments in different areas. That angered his superior, who needed him to concentrate on his

Ventura, CA 93003

Gen Y, cont'd on page 6





Weekly Raffle

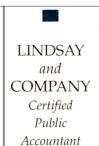
The weekly raffle prize was donated by Bill Spellman. The prize was a 50\$ Trader Joe's gift card.

We raised \$75 today bringing our total to \$564 for the year.

Judy Hoag was our lucky winner! Congratulations Judy.



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Gen Y, cont'd from page 5

job. "He didn't play by the rules, and his boss was hesitant to promote him," Fulber says. In the end, the up-and-comer did land the job he wanted as a branch manager, but he ruffled feathers along the way.

By tapping into their greater maturity and experience, boomers can try to see things from the millennials' perspective and work with them rather than digging in their heels. They can also turn to younger workers as a resource to boost their own skills and understanding. Millennials don't want or need to take over all the technical tasks of the workplace – they are ready to share their expertise. "They want you to tap their talents," says Thielfoldt. "Let them teach you what they intuitively already know how to do."

Judith Crown is a Chicago-based freelance writer specializing in business.

Rotary, Google join forces

By Donna Polydoros Rotary International News -- 31 August 2009

A selection of covers throughout the years. Scans of issues of The Rotarian are now available through Google Books. Rotary has teamed up with Google to make nearly 100 years of The Rotarian available free online.

Full-color, searchable scans of all issues of the magazine from 1959 to 2008 are now available through Google Books, with more issues to follow. The site is accessible from The Rotarian's page on the RI Web site.

Users can select from a gallery of issues organized by decade or click "Search all issues" to search the entire catalog for a word or phrase.

The collaboration is part of an initiative to make Rotary's historical resources more accessible to Rotarians worldwide.

"Google is doing all of the scanning and indexing to make the material searchable -- and at no cost to Rotary," says Stephanie Giordano, archivist for Rotary International.

More than 72,000 pages will be available once Google finishes scanning and uploading all 1,100 issues. The first issue was published in January 1911, when the magazine was called The National Rotarian.

Some issues of interest include December 1979, which reported on Rotary's first polio immunization project; the February 2005 centennial issue; and issues from the 1980s discussing the admission of women into Rotary.

For a history of the magazine and a preview of early issues, check out a photo gallery of The Rotarian through time.



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