



The Rotary Club
of Ventura-East

The Breeze

Editor: Jordan Eller & Steve Phillips
Volume XLVI, Number 9

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata
September 10, 2009

Meeting September 10, 2009

Reported by Jordan Eller



Vance Thompson introduced guests and visiting Rotarians.

President Jeff rang the bell and invited everyone to lunch, guests and visiting Rotarians first!

Jeff thanked the greeter, Joe Strohman. Steve Phillips gave our Inspirational Moment and Jim Emch led us in the Flag Salute.

Vance Thompson introduced our guests and visiting Rotarians. AC was our only guest today and was

a guest of Husam Hishmeh.

Rocky Ludes provided us with a vocational minute explaining to us what a CPA does and some interesting changes to the tax codes.

Announcements: Our Piggy BBQ is set for Sept. 19th at Arroyo Verde. The BBQ is in place of our club meeting, so do not come up to the Pavilion on Thursday.

September 24th is the Ventura Chamber Mixer sponsored by the Rotary Clubs of Ventura and will be at the Poinsettia Pavilion from 5:30 - 7:00. This will be a good opportunity to meet potential Rotarians so as many members as possible should try and attend.

September 26th there will be a Community Service project opportunity at the River Haven community. We will be assisting Turning Point Foundation in the construction of some U-Domes. This is also the United Way's Day of Caring.



Steve Phillips gave our Inspirational Message.



Rocky Ludes gave a Vocational Minute.

Casino night is October 17th. Continue to sell tickets, seek auction and raffle prizes and sponsors.

Avenues of Service:

Tom Swan reminded us that it is almost October and it is time for the pumpkin patch fundraiser. We still need volunteers to help run the booth. If you can help, please notify Tom.

Husam Hishmeh announced that the Vocational Service meeting will be September 17th, 5:30 at Hishmeh Enterprises.

Deborah Roberts let us know that there will be a free screening to the documentary "The Final Inch" at the Muvico Theatres in Thousand Oaks. It is an Oscar nominated documentary about the efforts to eliminate Polio.

Rock Ludes then introduced our speaker.

Today's program was from our own John Masterson. He titled his talk, Do you Remember DeSoto? He began by recounting his beginning in the car business at age 16, when his father bought a Chevy dealership. John worked his way up, eventually buying a VW dealership

Meeting, cont'd on page 3

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Web Addresses

www.rotaryventuraeast.org

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

Presidents Message ...



Jeff Hata
President 2009-2010

“Family of Rotary.” We hear this phrase and we all use this phrase, but what does “Family of Rotary” really mean?

For me “Family of Rotary” means that **ALL** of my Rotary brethren are part of my extended family. Doesn’t matter where you are, if you are a Rotarian, you are a part of my family.

“Family of Rotary” means that we will all look out for one another and if there is a need, if possible, one of us will be there to help you

in anyway we can. Just like we would do for our own families.

Last year we experienced many tragic losses to our family and time after time I witnessed fellow Rotarians step up and help mitigate the pain of our loss. We all took care of each other to the best of our abilities and to the limits that we were allowed to. After all, we must be respectful of our fellow Rotarians wishes.

Last year we experienced how the “Family of Rotary” reaches across oceans and continents when Deborah Roberts sister a friend became ill in Italy and unable to communicate. A total stranger stepped up and volunteered to get them help and see to it that they made it safely back to their home in France. A stranger except for on thing, he was a Rotarian.

This is the power and the beauty of Rotary and this is why I love Rotary so much. It’s the knowledge that no matter where you are, you can always find a friend. That if you are in a strange place stranded or in need of information, there will be somebody who is willing to help you. If you are happy and want to celebrate, if you are sad and want to commiserate, if you are just plain bored and need someone to get you out of your doldrums, there is always someone there to help you.

Where else are you going to go to have all of this available to you? The answer to me is my “Family of Rotary.”

So before I run out of space I would like to thank Wendy Pazen, Jordan Eller and Bill Gray for an outstanding “Family of Rotary” event last Saturday. It was our Piggy BBQ and if you didn’t attend, you missed a really great outing. My thanks to Wendy for organizing the event and making sure the kids were all properly entertained and to Jordan and Bill for the great job they are doing with our BBQ Team.

We had a great afternoon eating, talking, playing, eating, drinking, eating ... well you get the picture. It was great and I only wish everyone had been able to attend with your families. Because, our families are also a “HUGE” part of our “Family of Rotary.” Why? If our families did not support us in our Rotary endeavors we would not be able to do the great things we do. So make it a point to come to next years Piggy BBQ and bring your families. We will have a great time guaranteed!

YIRS,
Jeff Hata

2008 - 2009

Club Board of Directors

Jeff Hata	President
Wendy Pazen	President Elect
Deborah Roberts	Past President
Michelle Mercado	Secretary
Robert Lynn	Treasurer
Devere L. (Pete) Gallagher.....	Sergeant at Arms
Steve Phillips	Director 2007-2010
Nicolette Sloan	Director 2007-2010
.....	Director 2009-2011
Henry Oster	Director 2008-2011
Deborah Perkins.....	Director 2009-2012
Robert Pazen.....	Director 2009-2012

Avenues of Service Directors

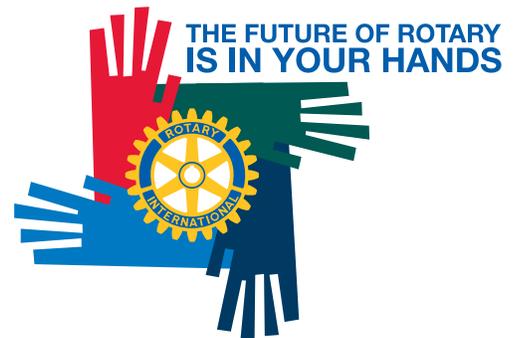
Wendy Pazen	Club Service
Husam Hishmeh	Vocational Service
Tom Swan.....	Community Service
Gary Moratz.....	New Generations
Dave Anderson / Judy Hoag.....	International Service
Mark Smith	Interact

Rotary International Officers

Paul P. Harris.....	Founder of Rotary
John Kenny.....	President, Rotary International
Luz Maria Ortiz-Smith.....	Governor, R.I. District 5240
Deepa Willingham	Governor Elect, R.I. District 5240
Wade Nomura	Governor Nominee District 5240
Dr. John Carroll (In Memoriam)	P.D.G. 1981-1982
Marc Vertin	P.D.G. 2002-2003
Arnie Dowdy	P.D.G. 2003-2004
Jan Lindsay	P.D.G. 2004-2005
Sally Adelblue	P.D.G. 2005-2006
Rich Abbott	P.D.G. 2006-2007
Jane McClenahan.....	P.D.G. 2007-2008
Anil Garg.....	P.D.G. 2008-2009

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 24, 2009

Avenues of Service

October 1, 2009

D.G.'s Visit - D.G. Luz Maria Ortiz Smith

October 8, 2009

China - Dr. Nian Huang

October 15, 2009

Tom Crozier Interview - Joe Strohmman

Greeters

September 24, 2009

Sandy Waddell & Monte Widders

October 1, 2009

Jim Word & Dave Anderson

October 8, 2009

Bob Beckwith & John Borneman

October 15, 2009

Rafael Canton & Gene Cherry

Rotary Recognition

Program Chair: Rich Stewart

September 24, 2009 - TBA

October 1, 2009 - TBA

October 8, 2009 - TBA

October 15, 2009 - N/A

Meetings

TBA

New Member Training Session

September 17, 2009

Vocational Service

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

October 6, 2009

Board of Directors Meeting

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

October 12, 2009

Club Service

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

October 12, 2009

Community Service

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

October 20, 2009

International Service

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

October 8, 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

Meeting, cont'd from page 1

which he ran for 35 years. However, he figures his 58 years in the auto business means almost zero today!

Twenty years ago, who would have thought the two largest auto companies in the world would be in bankruptcy today? The U.S. Government owns 60% of General Motors, the Unions own 20%, the creditors own 20% and the public owns zero. A foreign car company who, in 1983, stopped selling cars in the US, now owns Chrysler. In the US, the largest car exporter is BMW. The number one retailer is Toyota.

The Cash for Clunkers program: Was it a success or not? John feels we won't know the true value until the end of the year. That is, did the program merely accelerate sales or truly stimulate new sales? The first \$1 billion in rebates was supposed to last until November, but the money ran out in a week. Two billion more lasted about a month. Approximately 700,000 cars were sold in this program, which, added to other sales and annualized, would be about 14 million cars. In comparison, a few years ago, sales were running at 16 million cars per year. The actual sales for 2009 is expected to be under 10 million.

The biggest beneficiaries of the program were Honda, Nissan, GM, Ford and others. Chrysler saw only a 4% increase in sales, because they had a low inventory of high mileage new cars. Trade-ins: there were a lot of Ford Explorers, Jeep Grand Cherokees, Dodge Caravans, Chevy Blazers, and various pickups. But the dealers are currently holding the bag. Only about 17% of the 700,000 claims have been paid to dealers. The government has hired 5,000 people to help process the claims, but if anything is out of order, the claim is sent back to the dealer to be fixed.

As one of the stated purposes for the program was to reduce our dependence on foreign oil, John had some figures on the actual savings. The mileage benefit translates to about 320 gallons of gas saved per year, x 700,000 cars works out to 5 million barrels of oil. However, that represents 1/4 of the daily consumption in the U.S.

Saturn was intended to fight imports and their dealer network is one of the best. Now it has been sold to Roger Penske, who doesn't plan to build a car factory, but essentially sublet all the manufacturing. He therefore reduces his capital and avoids labor union issues.

By the way, John, what do you *really* think? Seriously, thanks for a great talk!

== Rocky



John Masterson spoke about the auto industry.

Piggy BBQ



Important Dates

Sept. 24 Ventura Chamber Mixer
 Weekends in Oct. Pumpkin Patch
 Oct. 1 D.G. Luz Maria Visitation
 Oct. 17 Casino Night
 Oct. 23 - 25 District Assembly



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Piggy BBQ




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Rotary Club of Ventura - East
Arroyo Corto BBQ Area
Saturday, September 19, 2009


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Weekly Raffle

The weekly raffle prize was canceled for this week.



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Piggy BBQ



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100% Paul Harris Fellow Club

District 5240

Chartered May 23, 1963

Albee, Lee	Honorary Member	Pazen, Robert L., O.D.	Optometry
Anderson, David	Architecture	Pazen, Wendy	Office Management
Beckwith, Robert E.	Office Equipment	Perkins, Deborah	Family Law
Borneman, John	Songleading	Phillips, Steve	Department Store, Manager
Canton, Rafael, M.D.	Psychiatry	Polito, Ron	Commercial Real Estate
Cherry Eugene C., D.V.M.	Veterinary Practice, Small Animals	Roberts, Deborah	Communications
Clune, Harriet	Real Estate Management	Shilton, Thomas E.	Pharmacy
Corliss, Andrew	Broadcasting	Sloan, Nicolette	Banking, Business Loans
Coyner, Jeff	Attorney, Civil Litigation	Smith, Mark Corbin	Religion, Protestant
Crozier, Thomas H.	Real Estate Development	Spellman, William J., D.D.S.	Prosthetic Dentistry
Doyle, Michael	Real Estate Management	Stewart, Richard E.	Banking, Real Estate Loans
Eller, Jordan	Banking, Mortgage Lending	Stork, Midge, CFP, CSPG	Financial Planning, Investments
Emch, James H., C.P.A.	General Accounting	Strohman, Joseph, Jr.	Business Law
Gallagher, Devere L. (Pete)	Automobile Servicing	Swan, Thomas	Investment Advisor
Gallagher, Richard	Stock & Bond Sales	Thompson, Vance, CLU, ChFC	Insurance, Financial Planning
Gill, Floyd	Bank Manager	Turner, Donna	Honorary Member
Gray, Bill	Property Management	Waddell, Sandy	Contractor-Portable Buildings
Gregorchuk, Jill	Banking Services	Widders, Monte L.	General Law
Hasan, Mohammed A., P.E., R.E.A.	Civil Engineering	Whitman, Diana	Honorary Member
Hashbarger, Tom	Health Services	Word, Jim	Department Store
Hata, Jeff	Printing	Yuncker, Chuck	Honorary Member
Hertel, Ronald	Real Estate Land Development		
Hicks, William	Domestic Automobiles, Retail		
Hishmeh, Husam	Restaurateur, Franchisee		
Hoag, Judith	Real Estate Sales, Residential		
Hoag, Will	Honorary Member		
Lindsay, Jan Corwin, C.P.A.	Small Business Accounting		
Ludes, Rocky	CPA Tax		
Lynn, Robert	Jewelry		
Marquez-Olson, Carol	Travel Agency		
Marsh, Sam	Secondary Education		
Masterson, John A.	Foreign Automobiles, Retail		
McGrath, Alice	Honorary Member		
Mercado, Michelle	Bank Manager		
Moratz, Gary	Title Insurance		
Norman, Richard M.	Trial Law		
Oster, Henry	Internal Medicine		