



The Rotary Club
of Ventura-East

The Breeze

Editor: Jeff Hata
Volume XLVII, Number 13

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata
September 30, 2010

Programs

Program Chair: Rocky Ludes & Deborah Perkins

September 30, 2010

Rotary - Wendy Pazen

October 7, 2010

Boy's & Girl's Club - Offsite

October 14, 2010

Rotary Public Polio Campaign - Larry Emrich

October 21, 2010

YMCA Operation Splash - Margo Byrne

Greeters

September 30, 2010

Jessie Gonzalez & Alison Thompson

October 7, 2010

Monte Widders & Jim Word

October 14, 2010

Tim Hughes & Lee Albee

October 21, 2010

Dave Andeson & John Borneman

Fundraisers

Nightmare on the Hill

October 30, 2010

Next meeting is

September 13

at

Macaroni Grill

time

5:30 pm

Poinsettia Sales

Delivery Date

December 2, 2010

Youth Soccer Tournament

Date TBA

Next meeting is

at

time

Raffle Prize Donors

September 30 - Rafael Canton

October 7 - Ron Polito

October 14 - Bill Spellman

October 21 - Deborah Perkins

Club Events

Important Dates

Ventura Chamber Mixer.....	Sep. 23
Board of Directors Meeting.....	Oct. 6
Basic PRLS	Oct. 9
Basic PRLS	Oct. 22
District Conference.....	Oct. 22 - 24
Halloween Fundraiser.....	Oct. 30
Board of Directors Meeting.....	Nov. 3
D.G. Deepa's visit.....	Nov. 11
Board of Directors Meeting.....	Dec. 1
Master PRLS3	Dec. 11
Children's Christmas Party	Dec. 23
Board of Directors Meeting.....	Jan. 5
Master PRLS4	Jan. 22
Master PRLS1	Feb. 5
Master PRLS2	Feb. 26
Irish Festival	Mar. 12
Master PRLS5.....	Mar. 12
Basic PRLS	Apr. 8
District Assembly	Apr. 9
RYLA	Apr. 15 - 17
R.I. Convention New Orleans	May 22 - 25

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Web Addresses

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

Presidents Message ...



Wendy Pazen
President 2010-2011

For the past 2 months there have been some strong feelings expressed about our meetings at the Poinsettia Pavilion. We have had a great relationship with the Poinsettia Pavilion for 44 years and we need to respect the decisions made by their Board of Directors. At all times, and especially at our meetings, WE should conduct ourselves according to the 4-Way Test. WE ARE ROTARIANS.

On a much lighter note, we have some terrific news! JAN LINDSAY has been in contact with Cars 4 Causes and has arranged for our club to receive (free) a beautiful, 22 foot, 2005, Tahoe trailer!! This trailer, when completely outfitted, will meet the requirements of the Health Department for public barbecues. Thank you, JAN!!

On this same note, we must also give a big thank you to BILL HICKS for providing us with a place to store the trailer. Thank you, BILL!! We can always count on you.

Last week we inducted our newest member, ALISON THOMPSON. ALISON is a CPA with LINDSAY AND COMPANY. Thank you, JAN LINDSAY for giving ALISON the gift of Rotary. Welcome to Ventura-East, ALISON.

BOB BECKWITH has 59 years of Perfect Attendance!! Recently, BOB has been having some problems getting around and I know we'd all love to help him continue with his Perfect Attendance. According to our By-Laws, we only need 3 Rotarians for a make-up. I would encourage each of you to partner up and pay BOB a visit. We all want to see BOB reach 60 perfect years!

Sadly, JEFF COYNER has stepped-down from his position as Community Service Chair. JEFF will be working in Santa Barbara and will try to continue on as a member of our club, but he doesn't feel he will have the time to chair such a busy committee. CRAIG MILLER has stepped-up to take on this huge position. Thank you, CRAIG! I know CRAIG will have the full support of our club.

JOHN BORNEMAN and DAVE ANDERSON are pulling out all stops to give us great songs each week. You two are quite a team. I personally love all the Beatles music!! Thank you!

Have a great week and remember to Inspire someone,

Wendy

2010 - 2011 Club Board of Directors

Wendy Pazen	President
Tom Swan	President Elect
Jeff Hata	Past President
Jordan Eller	Secretary
Robert Lynn	Treasurer
Devere L. (Pete) Gallagher	Sergeant at Arms
Deborah Roberts	Director 2009-2011
Henry Oster	Director 2008-2011
Deborah Perkins	Director 2009-2012
Robert Pazen	Director 2009-2012
John Masterson	Director 2010-2013
Robert Jacobi	Director 2010-2013

Avenues of Service Directors

Tom Swan	Club Service
Bill Spellman	Vocational Service
Craig Miller	Community Service
Floyd Gill	New Generations
Judy Hoag	International Service
Mark Smith	Interact

Rotary International Officers

Paul P. Harris	Founder of Rotary
Ray Klinginsmith	President, Rotary International
Deepa Willingham	Governor, R.I. District 5240
Wade Nomura	Governor Elect, R.I. District 5240
Frank Ortiz	Governor Nominee District 5240
Dr. John Carroll (In Memoriam)	P.D.G. 1981-1982
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
Luz Maria Ortiz-Smith	P.D.G. 2009-2010

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?



**BUILDING COMMUNITIES
BRIDGING CONTINENTS**

Meeting September 23, 2010

Reported by Jeff Hata



Rich Stewart gave our inspirational message.

President Wendy invited everyone to lunch, guests and visiting Rotarians first!

Michelle Mercado led us in the salute to the Flag and Rich Stewart gave our Inspirational Message.

Introduction of guests was done by Tom Swan.

Guests of the club were Josh Lindsay and Tim Hughes. Guest of Bill Gray was Kim Gray and guest of

Robert Jacobi was Nadia Licea

John Borneman then led us in a song.

Terry McBreen announced that our raffle prize was \$50 Main Course gift certificate donated by Craig Miller.

Deborah Roberts announced that the next Nightmare on the Hill meeting would be Sept. 29th at 5:30 at Wine Lovers. Deborah also announced that the GSE Team will be here October 6th - 8th and we need a few members to host them.

Presidents Announcements:

When replying to email, please limit "reply all". We all receive too much email every day, so let's try and keep the amount of emails we generate to a minimum.

Thank you to everyone who attended the Piggy BBQ. It was a beautiful day, we had lots of fun and we inducted a new member, Jesse Gonzalez! Welcome to Jesse.

Maria Lopez was then presented with her Blue Badge AND a Paul Harris Fellow! WOW, both in one day, congratulations to Maria.

President Wendy then inducted Alison Thompson into our club. Alison is being sponsored by P.D.G. Jan Lindsay. We have brought 5 new members so far this Rotary year with 2 more applications in the system. Thank you to our new members sponsors and thank you for making our club fun and attractive to our new members.!

We are looking for a Coats for Kids chair. Robert Jacobi and Maria Lopez agreed to Co-Chair this program. Thank you Robert and Maria.

Basic PRLS is Oct. 9th in Thousand Oaks, so far

Jordan Eller and Ken Kagan will be attending, anyone else interested in going? It's a very worthwhile program and definitely much more fun if you do it as a group.

Jan Lindsay gave a brief report on what is going on in Nicaragua.

Avenues of Service Reports:

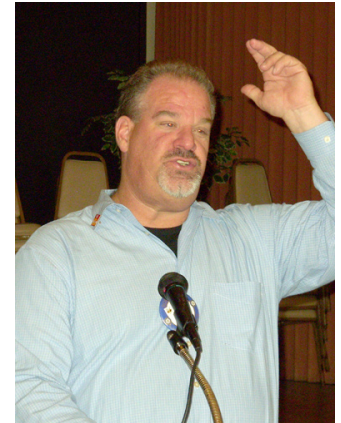
International Service (Judy Hoag) spoke about the Text for Polio program. If you text POLIO to 90999 you will be billed to your phone bill a \$5 donation to the End Polio Now program.

Thank you to Bill Gray for making his home in Hawaii available last week and thank you to Rich Stewart for filling in and running the meeting last week.

Happy dollars: Tim Hughes, Wendy Pazen, Bill Gray, John Borneman, Michelle Mercado, John Masterson, Midge Stork, Rocky Ludes, Terry McBreen, Mark Rook, Pete Gallagher, Nadia Licea, Joe Strohmman, Bill Spellman, Maria Lopez and Bob Pazen. It would have been a shorter list to put the people who weren't happy this week!

Terry McBreen then conducted our raffle and the lucky winner was Bill Hicks!

We then broke out into our Avenues of Service meetings.



Tom Swan introduced guests & visiting Rotarians.



Welcome to our newest member Alison Thompson



Maria Lopez received a Paul Harris Fellow.



What is your club known for?

Rotary International News -- 24 September 2010

The Rotary Club of Greater Lake Charles, Louisiana, USA, holds an auction every year, raising money for scholarships to local universities and for The Rotary Foundation. For the past 20 years, the auction has been the activity that defines the club in the community.

The Rotary Club of Malone, New York, USA, has built a reputation out of its spaghetti dinners. "They always have a huge turnout and significant merchant support," notes Martha Weaver, a member of the club. "More than once, we have run out of spaghetti sauce."

For the Rotary Club of Calcutta Uptown, West Bengal, India, Rotary Foundation Matching Grant projects have been its signature in the rural areas of the Bengal region, helping provide eye care, computer centers for youth, and improved sanitation.

Developing signature activities that are visible in the community helps enhance the public image and awareness of Rotary, one of the priorities of the RI Strategic Plan. To encourage clubs to promote their own defining



Top: The Rotary clubs of Churchland-Portsmouth and Portsmouth, Virginia, USA, hold a barbecue networking event each year as their signature event. Photo courtesy of Bill Pollard Bottom: The Rotary Club of Malone, New York, funds projects through its annual spaghetti dinner. Photo courtesy of Martha Weaver

Image, cont'd on page 5

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Image, cont'd from page 4

activities and to gather input from Rotarians, RI Vice President Thomas M. Thorfinnson recently moderated a discussion on Rotary International's official LinkedIn group.

RI directors will be moderating more discussions in the coming weeks, giving clubs a chance to share how their activities are helping to support the RI Strategic Plan. Join the discussion on LinkedIn.

"Surveys of Rotarians have made it clear to the Board that the vast majority of Rotarians want to be known for the good that we do. Signature activities or projects are a great way to make that happen," Thorfinnson says.

Mark Meyers, of the Rotary Club of Croydon South, Greater London, England, notes on LinkedIn that his club is known for its Christmas charity collection. "We organize a trailer with a sled on it and a public address system playing Christmas carols. Father Christmas encourages people to come out and greet their neighbors while club members circulate, asking for donations."

The Rotary Club of Strongsville, Ohio, USA, is known for its golf outing held in the middle of winter -- ice, snow, and all -- says club member Joseph Dzurilla. The Rotary Club of Delhi Vasant Valley, Delhi, India, creates awareness of Rotary through blood donation camps.

The Rotary clubs of Churchland-Portsmouth and Portsmouth, Virginia, USA, hold a barbecue networking event full of food, refreshments, and live entertainment. According to Bill Pollard, a member of the Churchland-Portsmouth club, about 3,000 people attend the event, with each club netting about \$10,000 to support local projects and programs.

A new look at global ethics and The Four-Way Test

By RI Director-elect Lars-Olof Fredricksson

Moral codes and ethics give us tools but also raise questions to be answered: How should we live? What is morally good and bad, right and wrong? Shall we aim at happiness or knowledge? Virtue or the creation of beautiful objects? If we choose happiness, will it be our own or the happiness of all?

And what of the more specific questions that face us? Is it right to be dishonest for a good cause? Can we justify living in opulence while elsewhere in the world people are starving? Is going to war warranted in cases where innocent people will likely be killed?

Ethics deals with such questions at all levels. The subject's core consists Ethics, cont'd on page 6

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Weekly Raffle

Our raffle this week was \$50 gift certificate to Main Course California donated by Craig Miller. Our lucky winner was Bill Hicks!

We raised \$105 this week bringing our total for the year to \$1,147.

Thank you to Craig Miller for your generous donation and congratulations to Bill Hicks.




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
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Ethics, cont'd from page 5

of the fundamental issues of practical decision making, and its major concerns include the nature of ultimate value and the standards by which human actions can be judged right or wrong.

For Rotary, The Four-Way Test is the cornerstone of all action. It has been for years, and it will be in the future. Of the things we think, say or do

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL and BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to all concerned?

The test is one of the hallmarks of Rotary. Since it was developed in 1932 by Herbert J. Taylor, who later became RI president, it has never ceased to be relevant. Its four brief questions are not based on culture or religion. Instead, they are a simple checklist for ethical behavior. They transcend generations and national borders.

As Rotarians, we should have The Four-Way Test in mind in every decision we make, all day long. Our utmost responsibility is to speak the truth, to be fair, to build goodwill and better friendships, and to do our very best in all situations.

Life is very turbulent today, and people all over the world are exhausted in their duties. Where are the dreams of a better world? Where are we? Who are we? What is our duty to ourselves, neighbors, and fellow citizens? Where are charity and our joint responsibility to humankind?


Now more than ever, we need a vision and knowledge of what is happening around us, a new view of cultural and religious phenomena, without dividing humankind into limited and subjective categories. That's the tenet for a better world and a job for us Rotarians: not engaging in politics, but serving without any boundaries.

This happens through our programs, and it happens through acting as a guide for international coexistence, providing a forum for dialogue and discussion worldwide, giving perspective to views and models, finding new solutions using Rotarians' great knowledge and expertise, and having interfaith, multicultural, and ethical standards as guiding principles in all dealings.

No divine right can be vested in anyone to pronounce the final word or the ultimate truth. In matters of faith and religion, prescriptive morality should be avoided, as it often is the root cause of hostility and divisiveness. Global ethics is based on an interfaith mind and ecumenical way of living.

The one universal, unsurpassed principle expressed by nearly every major religion and values system is similar to the golden rule: Do to others

Ethics, cont'd on page 8




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District 5240

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Beckwith, Robert E.	Office Equipment	Norstedt, Chris.....	Honorary Member
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Brinkman, Danielle	Accountant	Pazen, Robert L., O.D.	Optometry
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Clune, Harriet	Real Estate Management	Polito, Ron	Commercial Real Estate
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Gallagher, Richard.....	Stock & Bond Sales	Stork, Midge, CFP, CSPG	Financial Planning, Investments
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Hertel, Ronald.....	Real Estate Land Development	Widders, Monte L.	General Law
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Ludes, Rocky.....	CPA Tax		
Lynn, Robert.....	Jewelry		
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Marsh, Sam	Secondary Education		
Masterson, John A.....	Foreign Automobiles, Retail		
McBreen, Terry	Real Estate, Investments		
Mercado, Michelle	Bank Manager		

as you would have them do to you.

Today, it is especially confusing to determine what is really right and wrong. But the fundamentals of Rotary are bound to universal ethics and humanity without any boundaries between race, religion, or ethnic background.

Rotary offers a possibility for solving ethical problems. Well-trained, well-engaged in social life, and with strong consciences, Rotarians must try to address these issues through Rotary's vocational and community service programs. People all over the world need more safety, tolerance, understanding, and love. They want to live in peace.

Tolerance, fairness, respect, compassion, and hope are particularly needed today. But what are tolerance and fairness? Are they only a question of sharing resources, rights, and obligations, or more a question of an ongoing dialogue? For an effective discourse, we have to identify the real problems, discuss them, and try to find compromises.

We should know what the human culture is made of, and what it means to different people and to the identity of other nationalities. The knowledge of other cultures, along with the skill to face the dissimilarities in our lives and lifestyles, seems to be a key point and the biggest issue.

Rotary, whose club members represent many cultures and religious beliefs and are committed to high ethical standards, can support mutual understanding and serve as a tool for peace. Rotarians and Rotary clubs all over the world — in small country towns and huge capitals, in the East and West, South and North — may provide enduring forums for peace discussions and together work for peace.

Lars-Olof Fredriksson, of the Rotary Club of Äänekoski, Finland, is a retired major in the Finnish air force and has a master's degree in political science.