



The Rotary Club  
of Ventura-East

# The Breeze

Editor: Jeff Hata  
Volume XLIX, Number 11

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata  
September 15, 2011

## Programs

Program Chair: Rocky Ludes & Deborah Perkins

### September 15, 2011

Investigative Techniques - Erin Gill

### September 22, 2011

New Generations - Jeff Hata

### September 29, 2011

Diamond Mining - Bob Lynn

### October 6, 2011

CMH Hospital Update - Mike Ellingson

## Greeter

### September 8, 2011

Carol Marquez-Olson

## Fundraisers

### Octoberfest

October 1, 2011

### Poinsettia Sales

Delivery Date  
December 1, 2011

for information on fundraisers go to:  
[www.RotaryVenturaEast.org](http://www.RotaryVenturaEast.org)

## Club Events

### Important Dates

GSE Korean Incoming team.....	Sep 25 - Oct 25
Basic PRLS .....	Oct 8
District Conference .....	Oct 20 - 23
Master PRLS3 .....	Oct 29
D.G. Wade's Visit.....	Nov 3
Master PRLS4 .....	Nov 19
Master PRLS1 .....	Dec 10
Mid Terms .....	Jan 7
Mid Terms .....	Jan 14
Master PRLS 2 .....	Jan 21
Mid Terms .....	Feb 4
Poverty Conference.....	Feb 4
Foundation Gala.....	Feb 4
Master PRLS5 .....	Feb 11
PETS .....	Feb 24 - 26
District Assembly .....	Apr 7
Basic PRLS .....	Apr 7
RYLA .....	Apr 19 - 22
Rotarians at Work Day .....	Apr 28
R.I. Convention.....	May 6 - 9
D.G. Wade's Demotion .....	Jun 23

## Raffle Prize Donors

September 15 - Dick Gallagher

September 22 - Jesse Gonzalez

September 29 - Ron Polito

October 6 - Danielle Brinkman

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## Web Addresses

[www.RotaryVenturaEast.org](http://www.RotaryVenturaEast.org) • [www.IrishFestivalVentura.org](http://www.IrishFestivalVentura.org)  
R.I.: [www.rotary.org](http://www.rotary.org) • District 5240: [www.rotarydistrict5240.org](http://www.rotarydistrict5240.org)

## Presidents Message ...



**Tom Swan**  
President 2011-2012

YOU NEVER KNOW WHERE THE DAY MIGHT TAKE YOU.

Saturday, I had the chance to work with Jordan, Jim Word and Jordan's friend Auggie as they prepare the new barbecue trailer. This is going to be a sweet ride. For those of you who are not familiar, we have a trailer that Pete Gallagher built for us several years ago, that has been a wonderful little trailer all these years. Now however, we are being forced to comply with health regulations, and that little trailer is most definitely out of code. On top of that, it is a wobbly little trailer when we tow it, and we have outgrown it. So, Jordan brokered two deals; one to sell the travel trailer that had been donated to us by Cars for Causes, and to purchase a brand-spanking-new trailer and outfit it for our needs. Jordan and Auggie found a three-compartment sink, a small freezer, a hand washing sink, a small prep table, an awning with mesh enclosure and some commercial grade flooring. Additionally he located some marine-grade batteries and an inverter. They intend to install three water tanks; one for clean water and two for waste water to be connected to the three compartment and the hand washing sinks. There is even talk about installing air-conditioning!

We are hoping they can have it up and running by September 30 when we will be assisting the RC Moorpark Morning at their annual beer-tasting event. We will be cooking for them and this should be our first attempt from the new trailer. We will be unable to spend much time evaluating the efficiency of the new trailer however, as the very next day is Oktoberfest at the Camarillo Air Museum, where we expect to serve about 2000 chicken kabobs. So we will be putting the trailer through a heck of a one-two shakedown cruise.

Who wants to help christen the new trailer?

Don't forget the Piggy BBQ on Sunday September 18, from 12:00 to ????. This may very well be the last time we use the current trailer. You have already paid to attend the Piggy BBQ through your club dues, so come on out, bring your family and have some fun with us in Arroyo Verde Park.

2010 - 2011

### Club Board of Directors

Tom Swan.....	President
Jordan Eller.....	President Elect
Wendy Pazen.....	Past President
Ken Kagan.....	Secretary
Robert Lynn.....	Treasurer
Chad Gibson.....	Sergeant at Arms
Deborah Perkins.....	Director 2009-2012
Robert Pazen.....	Director 2009-2012
John Masterson.....	Director 2010-2013
Arnulfo Carbajal.....	Director 2010-2013
Deborah Roberts.....	Director 2011-2014
Vance Thompson.....	Director 2011-2014

### Avenues of Service Directors

Jordan Eller.....	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
Kalyan Banerjee.....	President, Rotary International
Wade Nomura.....	Governor, R.I. District 5240
Frank Ortiz.....	Governor Elect, R.I. District 5240
Jack McClenahan.....	Governor Nominee District 5240
Dr. John Carroll (In Memoriam).....	P.D.G. 1981-1982
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
Deepa Willingham.....	P.D.G. 2010-2011

### 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?



Reach Within to Embrace Humanity

# Meeting September 8, 2011

Reported by Jeff Hata



Michael Doyle led us in the Flag Salute.

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

Wendy Pazen received a birthday cake. President Tom then asked the club to observe a moment of silence in memory of 9/11.

Michael Doyle led us in the salute to the Flag.

Tom thanked our greeter Nikki Sloan.

Nikki Sloan introduced our guests and visiting Rotarians. Visiting Rotarians were Sheriff Geoff Dean from Rotary Club of Camarillo and Bob Noville from Santa Clarita. Geset of Ken Kagan was Katrina Dangleman.

Bill Spellman then called up Rafael Canton to give a vocational minute. Rafa is a psychiatrist in Camarillo. He recently moved his office there from Ventura.

John Borneman then lead us in a song.

Terry McBreen announced that our raffle prize was \$25 gift cards to Black Angus and Edwards Cinema.

President Tom then inducted our newest member Rick Shimmel! Welcome to the club Rick! President Tom then asked Bob Pazen to stay up front and presented Bob with a sponsorship pin for sponsoring Rick.



President Tom presented Bob with a Sponsorship Pin!

Presidents announcements:

District Conference is October 21 -23 in Carpinteria. You can register online at the district website.

There will be a Basic PRLS class on October 8th.

Happy \$'s - John Borneman, John Masterson, Nikki Sloan, Bob Pazen, Jordan Eller, Monte Widders, Jeff Hata, Deborah Roberts, Ken Kagan and Bob Lynn.

Nikki Sloan then passed out a brief survey of the club

about what we would like to see the club do and other questions.

Jordan then reported on the Rotary Bullseye shooting contest. Looks like we will make between \$500 - \$1,000 when all is said and done! Great job to the organizing committee.

We have the Piggy BBQ coming up on September 18th and the Oktoberfest at Camarillo Airport on

October 1st. We will definitely need everyone possible to come out and work that day! It should be a good fundraiser for us.

We are also resurrecting the music festival at Lake Casitas. More info to follow on that one also and again, we will need all hands on deck to make this a success.

Terry conducted our raffle and the lucky winner was Nikki Sloan!!!



Congratulations to our newest member Richard Shimmel.

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**You cannot shake  
hands with a clenched  
fist.  
-- Indira Gandhi**

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The reward for hard work  
is more hard work.

# Young Rotarian advocates a new approach to Rotary

*Rotary International News -- 13 September 2011*

Katie Ischkin, past president and founder of the Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, believes in a new approach to Rotary.

Her Rotary club, chartered in June 2010, has already grown to more than two dozen members, including 12 new Rotarians who were recruited in a three-month period. The club has signed up for its first Matching Grant and international service project and has participated in more than 10 community service or hands-on volunteer efforts.

Ischkin recently shared her ideas on how to attract young professionals with RI. As a “proud, young, female Rotarian,” she is among only 2 percent of club members worldwide under the age of 30, and only 11 percent under 40.

“We need to focus on generating interest in young people for the future success of Rotary,” she said. “We are faced today with the need to grow not just for the sake of numbers but to create strong, young, global leaders who are going to help continue the success of the Rotary organization.”

Ischkin advocates a new outlook on membership and a different approach to club structure. As a change management consultant, she said she understands people’s fear of change. But she stressed that her approach doesn’t mean altering the core pieces of the organization or losing what Rotarians hold dear.



*Katie Ischkin, past president and founder of the Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, talks about attracting younger members to Rotary. Rotary Images*

Ischkin, cont'd on page 5

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Meeting, cont'd from page 4

“What does change are what I call surface-level elements,” she said. “The pieces that individual clubs have the power to shift and redesign, such as meeting times and locations, program structures, club member involvement, and committee formats.”

### Manage expectations

Ischkin’s club meets in the evening and lowers costs by not having meals. And it doesn’t hold a traditional meeting every week: The third meeting of the month is a happy hour/networking event at different locations in the city, and the fourth meeting is a hands-on volunteering opportunity.

“We’ve also accepted that, with a younger membership, we have a higher rate of turnover, mainly because some members aren’t quite settled on the city or their career,” she says. “We can’t be afraid of inviting members who may leave.”

Ischkin added that it’s important to understand the mindset of the new generation and manage expectations accordingly. Younger people are “always on the go and truly connected,” she explained, whether it’s through social networking, text messaging, or other means. They face a lot of pressure to be involved in multiple endeavors and to balance work and personal life. As a result, they may be “on call” with their careers, but they are no less dedicated to service.

“When you’re trying to recruit younger members or even sponsor and start a New Generations Rotary club, take time with your club and committee to outline what your expectations are and whether they will align with the younger generation you are trying to attract and work with,” she said. “Not every Rotary club can quickly shift gears to attract younger members; it takes time and baby steps.”

But for many clubs, she said, “all it takes is opening up your minds and starting to think differently about the future of your club’s membership.”

“This new approach to Rotary, accomplished through such small changes, can help draw younger members, who will view Rotary as an attractive and worthwhile addition to their ever-growing list of commitments and interests.”

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## Weekly Raffle

Our raffle prize today was \$25 gift cards to Black Angus and Edward’s Cinema generously donated by Ken Kagan.

We raised \$125 bringing our total for this young Rotary year to \$823!!!

Our lucky winner was Nikki Sloan.

Congratulations to Nikki on her big win and thank you to Ken Kagan for her generous donation!




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
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# Historic Moments: Rotary and Boys' Week

Rotary International News – 14 September 2011

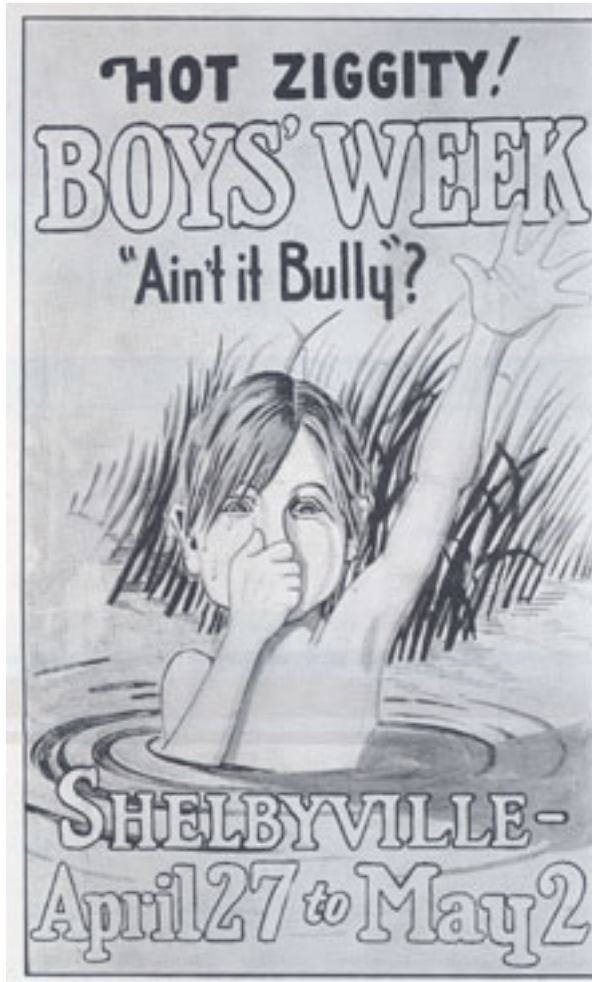
In September, Rotary celebrates New Generations Month, reminding clubs of the ongoing need to provide positive influences for youth and equip tomorrow's leaders.

The history of Rotary's work with youth dates back to the 1920s, when many clubs took part in an international event known as Boys' Week.


The first Boys' Week was held in New York City in May 1920 by the Rotary Club of New York and other local organizations. The event was part of an effort to promote youth development in the areas of education, citizenship, health and hygiene, and vocation.

New York club members reported on the success of Boys' Week at the 1920 Rotary convention, hoping that it would become part of the Boys' Work program, which Rotary had established several years earlier with the creation of the Committee on Work among the Boys (later known as the Boys' Work Committee). The program encouraged Rotary clubs to work with other community initiatives and organizations to counter juvenile delinquency, truancy, and poor physical health, with the goal of developing good citizens.

Boys' Week events quickly spread throughout the world. By the mid-1920s, they were being held in almost 600 locations across 25 countries. In



A 1924 poster advertising Boys' Week in Shelbyville, Tennessee, USA.




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**Rotary Club of Ventura-East, Membership List  
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District 5240

Chartered May 23, 1963

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Anderson, David .....	Architecture	Norman, Richard M. ....	Trial Law
Beckwith, Robert E. ....	Office Equipment	Norstedt, Chris.....	Honorary Member
Borneman, John .....	Songleading	Oster, Henry .....	Internal Medicine
Brinkman, Danielle .....	Accountant	Pazen, Robert L., O.D. ....	Optometry
Canton, Rafael, M.D. ....	Psychiatry	Pazen, Wendy .....	Office Management
Carbajal, Arnulfo .....	Environmental Health	Perkins, Deborah.....	Family Law
Clune, Harriet .....	Real Estate Management	Polito, Ron .....	Commercial Real Estate
Corliss, Andrew.....	Broadcasting	Roberts, Deborah .....	Communications
Crozier, Thomas H.....	Real Estate Development	Rook, Mark .....	Funeral Director
Doyle, Michael .....	Real Estate Management	Shilton, Thomas E .....	Pharmacy
Eller, Jordan.....	Banking, Mortgage Lending	Shimmel, Richard .....	Non-Profit
Emch, James H., C.P.A. ....	General Accounting	Sloan, Nicolette .....	Banking, Business Loans
Gallagher, Devere L. (Pete) .....	Automobile Servicing	Smith, Mark Corbin.....	Religion, Protestant
Gallagher, Richard.....	Stock & Bond Sales	Spellman, William J., D.D.S. ....	Prosthetic Dentistry
Gibson, Chad, D.D.S. ....	Dentistry	Stewart, Richard E.....	Banking, Real Estate Loans
Gill, Floyd.....	Banking, Management	Stork, Midge, CFP, CSPG .....	Financial Planning, Investments
Gonzalez, Jesse .....	Automotive, Repair & Sales	Strohman, Joseph, Jr.....	Business Law
Gray, Bill .....	Property Management	Swan, Thomas.....	Investment Advisor
Hashbarger, Tom .....	Health Services	Thompson, Allison .....	CPA
Hata, Jeff .....	Printing	Thompson, Vance, CLU, ChFC .....	Insurance, Financial Planning
Hertel, Ronald.....	Real Estate Land Development	Turner, Donna .....	Honorary Member
Hicks, William .....	Domestic Automobiles, Retail	Waddell, Sandy .....	Contractor-Portable Buildings
Hishmeh, Husam .....	Restaurateur, Franchisee	Widders, Monte L.....	General Law
Hoag, Judith .....	Real Estate Sales, Residential	Whitman, Diana .....	Honorary Member
Hoag, Will .....	Honorary Member	Word, Jim .....	Department Store
Hughes, Tim .....	Nonprofit: Development	Yuncker, Chuck.....	Honorary Member
Jimenez, Richard.....	Honorary Member		
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Lindsay, Jan Corwin, C.P.A. ....	Small Business Accounting		
Lopez, Maria .....	Education		
Ludes, Rocky.....	CPA Tax		
Lynn, Robert.....	Jewelry		
Marquez-Olson, Carol .....	Travel Agency		
Marsh, Sam .....	Secondary Education		
Masterson, John A.....	Foreign Automobiles, Retail		
McBreen, Terry .....	Real Estate, Investments		

Boy's week, cont'd from page 6

1928, the number of participating cities and towns had grown to about 3,000.

The target audience also grew rapidly. Girls rode on the float sponsored by the Rotary Club of Vicksburg, Mississippi, in a 1924 Loyalty Day parade held in conjunction with Boys' Week.

By the late 1920s, the United States had established a National Boys' Week Committee, in which Rotary participated. Rotary clubs were encouraged to support their local Boys' Week events as a way to achieve the goals of the Boys' Work program.

In 1934, Boys' Week became known as Youth Week, and in 1936, Boys and Girls' Week.

The RI Board of Directors voted to discontinue Rotary's official sponsorship of Boys and Girls' Week in 1956 in order to support new youth efforts, but it encouraged clubs to continue participating in local youth service initiatives.

Rotary went on to create other programs for young people in the following decades, including Interact , Rotaract , and Rotary Youth Exchange .

In 2010, New Generations Service became Rotary's fifth Avenue of Service. Rotarians recognize the positive change that youth and young adults implement through leadership development activities, community and international service projects, and exchange programs that enrich and foster world peace and cultural understanding.





## *Announcement*

The following  
has been proposed as new member of  
the Ventura-East Rotary Club:

Name:	Katrina Dangleman
Classification:	Financial Planning
Proposer:	Ken Kagan

Any objections to this person becoming a member of our club should be brought to the attention of the President, President-Elect or any Director within ten (10) days of this publication.

Publication Date: September 8, 2011