

Editor: Jeff Hata Volume XLIX, Number 13

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata September 29, 2011

#### **Programs**

Program Chair: Rocky Ludes & Deborah Perkins

September 29, 2011

Diamond Mining - Bob Lynn October 6, 2011 CMH Hospital Update - Mike Ellingson October 13, 2011 Rescue Mission Alliance - Offsite October 20, 2011 Pt. Hueneme Harbor - Mary Anne Rooney

# Greeter

September 8, 2011 Carol Marquez-Olson

## **Fundraisers**

Octoberfest October 1, 2011

Poinsettia Sales Delivery Date December 1, 2011

Rotary Bullseye Shooting Contest July 4, 2012

> Latin Music Festival July 28, 2012

### for information on fundraisers go to: www.RotaryVenturaEast.org

# Club Events

## **Important Dates**

GSE Korean Incoming team	Sen 25 - Oct 25
Octoberfest	
Basic PRLS	
District Conference	
Master PRLS3	
D.G. Wade's Visit	
Master PRLS4	
Master PRLS1	
Club Christmas Party	
Mid Terms	
Mid Terms	
Master PRLS 2	
Mid Terms	
Poverty Conference	Feb 4
Foundation Gala	Feb 4
Master PRLS5	Feb 11
Fat Tuesday Party	
PETS	
District Assembly	
Basic PRLS	
RYLA	

## **Raffle Prize Donors**

September 29 - Ron Polito October 6 - Danielle Brinkman October 13 - Monte Widders October 20 - Nikki Sloan

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Web Addresses

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

# Presidents Message ...



### WHO WANTS TO PARTY????!!!!!!!!

We keep saying we are the club who has the most fun in Ventura, maybe it's time to prove it and put up or shut up. Have you ever felt the need to throw a big-ass party and invite everyone to it? Well, here it is folks, the party to end all parties....or to start decades of parties to come.

Tom Swan President 2011-2012

# Welcome to The Latin Music Festival at Lake Casitas!!!!

Next year, on July 28, we will be hosting the Olympics of partying. You have the Salsa Festival, and the Cajun Festival and Wine Festivals up the wazoo, but only the Ventura-East Rotary Club puts on the Latin Music Festival at Lake Casitas. With an all-star cast of supporting characters, we will put everyone in the mood with romantic music, sensuous dancers, great food, beautiful scenery , and oh yes, plenty of beer and wine.

For those of you wondering where this came from, our club hosted the Latin Music Festival from 1999-2003. Then due to internal politics, the festival was disbanded and the club's membership slowly eroded from 78 to 51. Now, we are bringing the Latin Music Festival back. It's time to party again, and we want to show those around us how to do it.

Like most parties, we need to get ready. There are costumes to buy, and beer and wine, and since we are inviting the public, we need to get permits, and it will be warm and sunny there, so we will need shade pavilions erected, not to mention the stage for the performers, and fencing to allow only those who pay to get in. With all those people drinking beer we will need plenty of facilities, and parking, and volunteers to set all this stuff up, and cashiers, and all sorts of assistance. So, over the coming months, someone will be asking you to help out. The only way you will get out of helping out is by writing a really fat check as a sponsor to pay for employees to do your work for you.

This will be a fun event, and we will be deferring other fundraisers to bend our energies to this one. This will be a really big party and people will be talking about it for months and years to come.

So let's combine our strengths and make this a party to remember!!!

Ola Tom

## 2011 - 2012 Club Board of Directors

Tom Swan	President
Jordan Eller	
Wendy Pazen	Past President
Ken Kagan	
Robert Lynn	
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 Me	emoriam) P.D.G. 1981-1982
Jan Lindsay	
Sally Adelblue	
Rich Abbott	
Jane McClenahan	
Anil Garg	
Luz Maria Ortiz-Smith.	
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 22, 2011

Reported by Jeff Hata



Jim Emch led us in the Flag Salute.

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

Jim Emch led us in in the salute to the Flag.

Jeff Hata introduced our guests and visiting Rotarians. Visiting Rotarians were Bob Noville from Santa Clarita Valley, Pam Lindsay from Santa Paula, Nicole Nellis from Ventura Rotaract,

Harmony McAuliffe from Moorpark Morning and Past President Lilly Canterbury from Moorpark Morning. Guest of Deborah Roberts was Al Jonas from Pods and guest of the club was Katrina Dangleman.

Terry then went on to announce that our raffle prize

Bill Spellman asked John Masterson to give a Vocational Minute, John works for Community Memorial Hospital as Vice President of Community Relations. spoke briefly John about the hospital's current expansion. Bill also asked John about his racing career and John shared a story about how he bought a \$12,000 car in the 60's



John Masterson gave us a Vocational Minute.

and promptly totalled it the first time on the track. The first memory John has after gaining consciousness in the hospital was his banker hovering over him because when John took out the loan he signed on the wrong line and the loan was not valid! Thank goodness for the banker that John recovered and thank goodness for us because John is a tremendous asset to our community!

Lilly and Harmony then announced to the club the Moorpark Morning Beer Festival coming up on September 30th. This will be the inaugural event for our new BBQ trailer!

Presdient Tom announced that the GSE team from

Korea will need help with transportation on October 17th. Anyone that can help please notify President Tom.

Avenues of Service: Club Service -Jordan Eller thanked everyone that came out for the Piggy BBQ! It was a lot of fun and great food, as usual! Thank you BBQ team. Jordan also reminded us about the Octoberfest at Camarillo Airport on



Vance Thompson spoke about our Club Christmas Party.

October 1st. This will be a very large event, 5,000 - 6,000 people so we will need all the help we can get. We will be one of only 2 food vendors.

Community Service - Craig Miller announced that we will be doing another Rotary Rehab for a senior in Oxnard. The date is yet to be determined.

International Service - Judy Hoag announced that the next Nicaragua trip will be November 8th - ???

Poinsettia sales have begun, please get out and ask any churches, businesses or people you know to help our cause. We have secured the Pacific View Mall for this year which is good news.

Vance Thompson made a brief announcement about our club Christmas Party.

Deborah Roberts asked anybody planning on going to the District Conference October 21 - 23 to go to the district website to sign up.

Jordan Eller then did our Rotary Education which turned into a pop quiz. As a group, we did not do so well. We need to pay attention when Jordan educates us or face public humiliation! Good job Jordan.

John Borneman then lead us in a song.

Happy \$'s - Jan Lindsay, Tom Shilton, Danielle Brinkman, Carol Marquez-Olson, Harmony McAuliffe, Joe Strohman, Lilly Canterbury and Bill Spellman.

Rocky Ludes introduced our speaker Jeanette Berez of Gocare.

Jeanette Berez, Chief Administrator of Gocare, provided an update on the work being done in Pantanal, near Granada, Nicaragua. We began with an excellent high-quality video. A number of people were interviewed for the video, including teachers, parents Meeting, cont'd from page 3

and some teens.

Their preschool not only provides schooling for the children, it allows the mother to work during this time.

They provide computer training to children, providing this essential training in the 21st century. English instruction is also available. Vocational training is also of great importance. We heard interviews from someone who learned bakery. Another learned to be a seamstress, so she can make clothes for her girls as well as for others. Women are also trained to be beauticians. In a country where some families only earn \$1 per day, the vocational training can increase that to \$4 per day and bring them into a much better situation.



Jenette Berez spoke about GoCare in Nicaragua.

Gocare built and maintains a Community Center. This facility is used for family education, including family values and training to avoid domestic violence as well as for general meetings. Over 400 people used the Center last month alone.

Scholarships are made as funds are available. Recently they have received 10-15 applications each day. One of Gocare's goals is to double the number of scholarships given during this next year.

Microcredit loans are made on a unique basis. A group of twenty people was allocated \$3,000 and asked to design a program and determine rates. Currently there are 37 loans. Every month, everyone with a loan meets together, repays their loan, which is typically then immediately re-loaned.

Jan Lindsay was proud to note Jeanette has developed a model for how to work with other people and groups in Pantanal.

Gocare is a U.S. nonprofit corporation. Their current budget is \$120,000. The Rotary Club of Ventura East currently provides \$600 per month ongoing support for vocational training. They have very recently become an official NGO under Nicaraguan law. Among other benefits, Gocare will be able to avoid the 40% import tax, stretching their dollar much further.

More information can be found at www.gocarekids.org.

Thank you, Jeanette and Jan, for your update on Gocare and the wonderful work being done in Nicaragua.

Rocky Ludes



Wendy Pazen Office Manager

Dr. Robert L. Pazen Optometry 801 South Victoria Avenue Ventura, CA 93003 805/650-2020 Fax: 805/650-2024



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# Public is aware of Rotary, but unsure of what we do

Rotary International News -- 27 September 2011

Do your friends and co-workers know that you're a Rotarian? Do you tell acquaintances about your club's good works in the community or internationally?

Did you know that talking about your involvement in Rotary could significantly enhance the organization's image and boost public awareness? It's up to every Rotarian to tell the world what Rotary is and does.



Pauline Leung, Rotary public image coordinator from Taiwan, says its important for Rotarians to promote a consistent message. A public image survey conducted by RI in 2010 indicates that many people know about Rotary, but not necessarily what the organization does. Rotary Images

According to a public image survey commissioned by Rotary International in 2010, people are much more likely to know about Rotary and perceive it positively as a charitable organization if they personally know a Rotarian. The finding is just one of many that could shape how clubs and districts promote Rotary in their communities.

RI commissioned the survey of 1,000 individuals in each of six countries -- Argentina, Australia, Germany, Japan, South Africa, and the United States -- to gauge the general public's awareness and perception of the organization. The results are consistent with those of a similar survey conducted in 2006: While respondents had heard of Rotary, they did not know much about what it does.

Building familiarity is not easy, says Pauline Leung, Rotary public image general coordinator. "Sometimes Rotarians are doing too many things and can get people confused about Rotary. We must have consistency when promoting the image of Rotary. Rotarians should receive training so they can clearly express our position, our vision, our values, and our areas of focus."

### High awareness, low familiarity

The survey showed that awareness of Rotary varies from country to country, and culture to culture. Of the six countries surveyed, Australia had





# Weekly Raffle

We did not have a raffle this week.

#### Public, cont'd from page 5

the highest proportion of respondents who said they were aware of Rotary (95 percent), while Germany had the lowest (34 percent).

But awareness of Rotary doesn't necessarily translate into familiarity with what it does. While almost everyone in Australia indicated an awareness of Rotary, only 35 percent of respondents said they had some familiarity with the organization. In South Africa, where 80 percent of respondents indicated they were aware of Rotary, only 23 percent said they had some familiarity with what it does.

The survey report concluded that public image efforts will need to be tailored to each country. It also noted that boosting awareness alone will not be enough to get the public to readily associate Rotary with good works, or to generate greater community involvement.

The survey further concluded that demographics play a significant role in whether people have heard of Rotary. The survey included a cross section of each country's population by age, gender, income level, and education level. In Japan, 67 percent of respondents age 40 or older said they had heard of Rotary, compared to only 38 percent of those younger than 40. In Argentina, 63 percent of the highest income bracket had heard of Rotary, while only 20 percent of the lowest income bracket had. The report concluded that clubs may need to gain a better understanding of what would increase interest among younger professionals.

### Public perception and giving

The public's view of Rotarians differs somewhat from how Rotarians see themselves. More than 65 percent of respondents viewed Rotarians as charitable, respected, and caring. But only 26 percent selected the attribute women to describe Rotary, while more than 50 percent associated the organization with men. In other questions, more respondents said they associated club membership with men than with women. The survey concluded that Rotary is still being seen as a male-dominated organization. Work needs to be directed toward communicating opportunities for women to join.

Interest in contributing time or money to a Rotary club varied by nation. Interest was highest in South Africa, at 49 percent, and lowest in Japan, at 10 percent. The survey report concluded that because interest in contributing money varies by nation, Rotarians need to tailor marketing efforts to reflect local club initiatives.

The public's interest in joining a Rotary club is low. Among the countries surveyed, an average of only 16 percent of respondents said they would be likely to join a local Rotary club. More than 59 percent said they would be unlikely to join. In the United States, women were half as likely as men to



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## Rotary Club of Ventura-East, Membership List 100% Paul Harris Fellow Club

## District 5240

D: ( ; ( 50 ( 0			
District 5240	~ /		Chartered May 23, 1963
Albee. Lee	Retired	Norman, Richard M.	Trial Law
Anderson, David	Architecture		Honorary Member
	Office Equipment		Internal Medicine
			Optometry
	Accountant		Office Managment
	Psychiatry		
Carbaial, Arnulfo	Environmental Health	Polito, Ron	Commercial Real Estate
Clune, Harriet	Real Estate Management	Roberts, Deborah	Communications
Corliss. Andrew.	Broadcasting	Rook, Mark	Funeral Director
			Pharmacy
	Real Estate Management		Non-Profit
			Banking, Business Loans
	General Accounting		Religion, Protestant
	Automobile Servicing		Prosthetic Dentistry
	Stock & Bond Sales	Stewart, Richard E.	Banking, Real Estate Loans
Gibson, Chad, D.D.S.	Dentistry	Stork, Midge, CFP, CSPG	Financial Planning, Investments
Gill, Floyd	Bankikng, Management		Business Law
Gonzalez, Jesse	Automotive, Repair & Sales		Investment Advisor
Gray, Bill	Property Management		
Hashbarger, Tom		Thompson, Vance, CLU, ChFC	Insurance, Financial Planning
Hata, Jeff	Printing	Turner, Donna	Honorary Member
Hertel, Ronald		Waddell, Sandy	Contractor-Portable Buildings
Hicks, William	Domestic Automobiles, Retail	Widders, Monte L.	
Hishmeh, Husam		Whitman, Diana	Honorary Member
Hoag, Judith			Department Store
Hoag, Will	Honorary Memb <mark>er</mark>	Yuncker, Chuck	Honorary Member
	Honorary Member		
	CPA		
	Small Business Accounting		
Ludes, Rocky	CPA Tax		)
	Jewelry		
	Travel Agency		
	Secondary Education		
	Foreign Auto <mark>mobiles</mark> , Retail		
	Real Estat <mark>e, Inv</mark> estments		
Miller, Craig	Disaster Recovery		
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report interest in joining.

## Similar findings

Similar findings came from focus groups that RI conducted between 2008 and 2010. The 40 groups included non-Rotarians in cities where Rotary had been experiencing membership declines. Read more about the results in the October/November 2010 issue of The Membership Minute, or download the full report.

"Because each Rotary club is independent in deciding what services they want to be involved in, this can cause mixed impressions in the communities on what we do," Leung says. "These surveys underscore the importance of having a consistent message."

The 1.2 million Rotary club members worldwide are the organization's greatest strength. Here are a few resources that clubs and districts can use to promote Rotary:

# **2011 Christmas Party**

Ventura-East Annual Adult Christmas Party Saturday Dec. 10th Hosted by Dr. Bill Spellman 1008 Amber Lane Ojai Bill's home phone is 646-1399

There will be the traditional gift exchange for all who wish to participate please bring a wrapped unmarked gift to exchange. Historically these gifts have ranged from gag gifts to highly sought after and aggressively traded items from \$10 to ~\$30. As of now the format and menu are developing, any input is appreciated. We are trying to accommodate as many as possible, do to multiple events some people have this time of year. Bill said we could start as early as 2 pm and go until whenever. For our new members this event is for members and significant others are encouraged to come. The bar will be open and abundant food will be provided, extensive hors d'oeuvres and buffet style foods are available. Generally this event is billed to those who attend based on the cost of the event. Every effort is made to keep the cost down to approx. \$20-25 per person.

Any questions or comments please contact Vance. Email vance805@hotmail.com Cell 805 708-7466 Home 805 658-1982 Wife Jackie

