



The Rotary Club
of Ventura-East

The Breeze

Editor: Jeff Hata
Volume XLIX, Number 20

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata
November 17, 2011

Programs

Program Chair: Rocky Ludes & Deborah Perkins

November 17, 2011

Foundation Month - Monte Widders

November 24, 2011

Dark

December 1, 2011

Poinsettia Delivery Day!!!

December 8, 2011

Rotaryact update - Cheney Caldwell

Greeter

November 17, 2011 - Terry McBreen

December 1, 2011 - Chad Gibson

December 8, 2011 - Deborah Roberts

December 15, 2011 - Jim Word

December 29, 2011 - Terry McBreen

Fundraisers

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

Master PRLS4	Nov 19
Master PRLS1	Dec 10
Club Christmas Party.....	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
Fat Tuesday Party	Feb 21
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
Rotary Bullseye Shooting Contest.....	Jul 4
Latin Music Festival.....	Jul 28

Raffle Prize Donors

November 17 - Harriet Clune
December 1 - Alison Thompson
December 8 - Bill Hicks
December 15 - Dick Norman

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Web Addresses

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

Presidents Message ...



Tom Swan
President 2011-2012

Wow, what a week!!! You know, I have to say that Rocky and Deborah Perkins are doing an amazing job of finding programs for us that are both informative and entertaining. When I saw the scheduled program for last Thursday was a military bugler, I envisioned some young Marine that was going to serenade us with different military tunes. Thankfully, my perception and reality were very far apart.

Howard Hudson informed us as to the origins and the current situation involving military buglers; the shortage, the demands and the sheer humanity of the need for rituals and the bestowment of honor to our veterans. I certainly would not want Taps being played on a boom box during the funeral of a fallen hero. I personally had swanbumps following his performance of Taps.

Last week we also inducted Al Jonas into the club. Al is the general manager and part owner of the local PODS franchise. Al has jumped in feet first into Rotary, already taking part in some projects. We welcome Al into our club. Be sure to introduce yourselves to him if you have not done so already.

Lastly, Saturday evening, Deb Roberts took a fall at home and did ended up in the hospital for a couple days. I understand she is recuperating, but I am sure she would welcome your calls, texts or emails.

Be well and take care,
Tom

2011 - 2012

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
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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

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Kalyan Banerjee	President, Rotary International
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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 November 10, 2011

Reported by Jeff Hata



Carol Marquez-Olson greeted our guests and introduced them!

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

Chad Gibson led us in the salute to the Flag.

President Tom thanked our greeter Carol Marquez-Olson. Carol introduced guests and visiting Rotarians. Guest of the club were Al Jonas and Michelle Mercado. Visiting Rotarian was

Bob Noville from Santa Clarita. Our speaker, Howard Hudson.

John Borneman then led us in a song.

Alison Thompson asked for Turkey donations on behalf of the Rescue Mission in Oxnard.

Michelle Mercado announced a fundraiser the club will be conducting. We will have available to sell Ventura Axxess directories for \$30. For each Axxess book sold, the club will receive \$10. The holidays are coming and these will make great gifts!

Vance Thompson spoke about our Christmas Party.

President Tom announced that Rick Shimmel has agreed to be our club grants chair.

Tom Hasbarger asked for volunteers to work a Christmas Shop on December 10th.

President Tom then invited all the Past Presidents to come forward to help induct Al Jonas.

President Tom then presented Deborah Roberts with a Sponsor's Pin.

Avenues of Service:

International Service - Judy Hoag pleaded with everyone to keep selling Poinsettias! Only a few more weeks to go.



Our newest member, Al Jonas and his sponsor Deborah Roberts.

New Generations

- Husam Hishmeh visited the Rotaractors and loved their energy.

The first meeting for the Balboa Middle School Interact Club will be December 7th.

Club Service - Jordan Eller asked for volunteers to ring bells for the Salvation Army.

Community Service - Craig Miller said that we raised \$550

last week to go towards the Rotary Rehab project on November 19th.

Terry McBreen conducted our raffle and the winner was Bob Noville! We raised \$108 today. The raffle prize was a \$50 gift card to Macy's! Just in time for Christmas.

Rocky Ludes introduced our speaker Howard Hudson.

In keeping with a Veterans' Day theme, our speaker today was Howard Hudson, who plays the bugle for military affairs. Although he began learning the trumpet in the 4th grade, he has only played the bugle for the past 13 years. A friend and member of his Lions Club had died. He was a WW II veteran and the family was looking for a bugler for the service. He heard of their need and offered to play for the service. Howard found this to be very gratifying. The local head of the American Legion was there and asked if he would play the bugle for others too. And that's how his story began.

In 2003, the Marines asked him to play not just *Taps*, but *To the Colors* and *Mess Call*. He hunted on the Internet for the music and found it. But while on the 'net, he discovered the nonprofit organization Bugles Across America, founded in 2000. Congress had changed the law for authorized military funerals. Before the change, a "live bugler" was first choice, with a recording allowed if a live bugler was not available. After the change, a recording was named first, with a live bugler as also authorized. That minor



Rocky Ludes introduced our speaker and wrote excellent speaker notes, as usual!!!

but significant change inspired a sort of rally for buglers.

He was asked to be the officially delegated California bugler at the dedication of the WWII memorial in Washington DC. Then he was invited to be the California State director of Bugles Across America.

Howard gave us an interesting historical account of the use of bugles. Their use probably starting around the of the Biblical story of Jericho, where an army blowing rams horns made such a noise that walls of the city fell. Fast-forward to 150 years ago, when bugle calls announced messages to the troops. At that time there were 92 different calls. But wars are fought differently now, using small patrols that do not want to be noticed. By WW II, there were walkie-talkies and radios, so bugles are now obsolete for the former purpose of communication to the troops.

But bugle calls were still used in company garrisons. There were up to 10 calls a day in recent years, including 1st Call (for Cooks & Sergeants), Reveille, Assembly, To the Colors, various Mess Calls, Tatum and Taps (lights out). There are only 400-500 military buglers in the various branches of American military service, but there are about 2,000 veterans who die each day. Buglers Across America now has about 7,500 members who make themselves available, at no charge, for this important service.

Howard also brought a collection of eight bugles and explained their differences and history. One interesting bugle was used in WW II and made of plastic! It plays well, and was practical during the war because it did not shine as brass would. He played Taps for us in the traditional (Butterfield) version. He then explained the US Marines version, arranged by John Philip Sousa, and played some of it – we could easily hear the difference. Despite his service, he has not served in the U.S. armed forces.

Howard welcomes opportunities to bugle for military memorials or funerals. He can be reached at 963-4447 or hrhcpa@silcom.com.

Thank you for an excellent presentation and for your years of service honoring our Veterans.

Rocky Ludes



Our speaker today was Howard Hudson.

Rotary Club of Ventura-East

Post Office Box 3012
Ventura, California 93006

info@RotaryVenturaEast.org



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Danielle L. Brinkman, CPA
300 East Esplanade Drive
Suite 520
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**Richard A. Shimmel, Esq.
Executive Director**

(805) 639-9218
(805) 639-9278 Fax

e-mail: rshimmel@vcdsa.org

Jeff Hata

3533 Arundell Circle #B
Ventura, CA 93003



OFFICE (805) 650-0733
FAX (805) 650-9904
WEB www.MyAnchorPrinting.com
EMAIL Jeff@MyAnchorPrinting.com



**John A. Masterson
Editor**

**Capt'n Cruise Travel News
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P. O. Box 3200
Ventura, California
93006-3200
805-340-0956
Fax: 805-642-4447

E-mail: jmasterson@CaptnCruise.com
www.captncruise.com

Wendy Pazen

Office Manager

**Dr. Robert L. Pazen
Optometry**
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A Message from the President

Hello fellow Rotarians;

In July, our club embraced Club Runner as the servicer of our website, rotaryventuraeast.org with Jeff Hata as our webmaster. Club runner has a myriad of operational advantages that would require the use of several other programs or countless phone calls/ texts/ emails and signup sheets. We want to move our club into the 21st century (I know some of you want to wait another ten or twenty years) and begin using web-based technology to communicate amongst ourselves and with the rest of the Rotary world. One advantage that all of you have participated in is the bar code scanning of the member badges during a club meeting. Thank you so much for that. Where a membership committee person was required to take role of club attendance, then painstakingly enter that information into an email, and prior to that a written letter, now when you scan the bar code on the back of your badge, your attendance is immediately registered with Rotary International.

Now it is time to step up to the next level. Club Runner operates our website: rotaryventuraeast.org and offers a way for us to email each other, maintain a club directory (no more little blue books that have to be republished every couple years at cost to us), create, store and access documents for every project, event, or committee meeting. We can even post board of director meeting minutes that can be archived for easy future access. Additionally, through the website, we can load information to include text, video, music and most every other format to present to us and to the general public what we do, what we stand for, the difference we are making in our community and the ability for more people to take part in what we are doing.

In order to to this effectively, we need to transition as a club to the website and the affiliated web-based functions. I am asking each and every one of you to please log in to our web site: rotaryventuraeast.org

Your login ID#: `firstname.lastname.2869`
initial password: `lastname2869`

If you have logged in previously, then you may have changed your password. There is a "forget your password" function you may access as well. Once you log in for the first time, I suggest changing your password.

Beginning in January 2012, most club internal communications will be directed initially to the website. We want you to be informed and hope that all club members get in the habit of logging into the website weekly to review content and updated information about pending events.

President, cont'd on page 6

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Weekly Raffle

Today's raffle prize was a \$50 gift card to Macy's donated by Carol Marquez-Olson.

Our lucky winner was Bob Noville!
We raised \$105 today.

Congratulations to Bob and Thank you to Carol!




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
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805/652-5625
805/667-2895 FAX
jmasterson@cmhhospital.org

147 N. Brent St.
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Ventura, California 93003
(805) 650-5915 FAX (805) 650-1334
jclcpa@pacbell.net

President, cont'd from page 5

Thank you so much for your assistance and your support.

Yours in Rotary Service,

Thomas Swan
President 2011-2012
Rotary club of Ventura East
<http://rotaryventuraeast.org>
<http://www.facebook.com/venturaeast>



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 4 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.

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Beckwith, Robert E.	Office Equipment	Norman, Richard M.	Trial Law
Borneman, John	Songleading	Norstedt, Chris	Honorary Member
Brinkman, Danielle	Accountant	Oster, Henry	Internal Medicine
Canton, Rafael, M.D.	Psychiatry	Pazen, Robert L., O.D.	Optometry
Carbajal, Arnulfo	Environmental Health	Pazen, Wendy	Office Management
Clune, Harriet	Real Estate Management	Perkins, Deborah	Family Law
Corliss, Andrew	Broadcasting	Polito, Ron	Commercial Real Estate
Crozier, Thomas H.	Real Estate Development	Ponce De Leon, Augie	Honorary Member
Dangleman, Katrina	Financial Advisor	Roberts, Deborah	Communications
Doyle, Michael	Real Estate Management	Rook, Mark	Funeral Director
Eller, Jordan	Banking, Mortgage Lending	Shilton, Thomas E.	Pharmacy
Emch, James H., C.P.A.	General Accounting	Shimmel, Richard	Non-Profit
Gallagher, Devere L. (Pete)	Automobile Servicing	Sloan, Nicolette	Banking, Business Loans
Gallagher, Richard	Stock & Bond Sales	Smith, Mark Corbin	Religion, Protestant
Gibson, Chad, D.D.S.	Dentistry	Spellman, William J., D.D.S.	Prosthetic Dentistry
Gill, Floyd	Banking, Management	Stewart, Richard E.	Banking, Real Estate Loans
Gonzalez, Jesse	Automotive, Repair & Sales	Stork, Midge, CFP, CSPG	Financial Planning, Investments
Gray, Bill	Property Management	Strohman, Joseph, Jr.	Business Law
Hashbarger, Tom	Health Services	Swan, Thomas	Investment Advisor
Hata, Jeff	Printing	Thompson, Allison	CPA
Hertel, Ronald	Real Estate Land Development	Thompson, Vance, CLU, ChFC	Insurance, Financial Planning
Hicks, William	Domestic Automobiles, Retail	Turner, Donna	Honorary Member
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Jlmenez, Richard	Honorary Member	Yuncker, Chuck	Honorary Member
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Lynn, Robert	Jewelry		
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Marsh, Sam	Secondary Education		
Masterson, John A.	Foreign Automobiles, Retail		