



The Rotary Club  
of Ventura-East

# The Breeze

Editor: Jeff Hata  
Volume XLIX, Number 31

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata  
February 16, 2012

## Programs

Program Chair: Rocky Ludes & Deborah Perkins

**February 9, 2012**

Nicaragua?

**February 16, 2012**

Music Industry - Michael Blonstein

**February 23, 2012**

Job Shadow - Bill Spellman

**March 1, 2012**

Court Appointed Spec. Advocate - Peggy Grunert

## Greeter

**February 16** - Jim Word

**February 23** - Jeff Hata

**March 1** - Nikki Sloan

**March 8** - Jim Word

**March 15** - Jeff Hata

**March 22** - Carol Marquez-Olson

**March 29** - Nikki Sloan

## Fundraisers

**Poinsettia Sales**

Delivery Date

November 29, 2012

**Rotary Bullseye Shooting Contest**

July 4, 2012

**Latin Music Festival**

July 28, 2012

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

## Club Events

### Important Dates

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

February 16 - Monte Widders  
February 23 - Deborah Perkins  
March 1 - Chad Gibson  
March 8 - TBA

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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

Hello RCVE'rs;

It's that time of year again! Winter months are sliding past us and the time for relaxation is almost at an end as we gear up for another busy season of doing good works in our community. This spring and summer we have many exciting projects planned, plus we have a new group to help in some of the planning. The Balboa Middle School officially chartered on January 11 and the boys and girls there are already planning their first project. On top of that the combined Ventura Rotary clubs are attempting to create a multi-club Interact fundraiser before the end of the school year in June. On Saturday March 17, our club is once again entered into the Annual St Patrick's Day Parade, and once again, we have invited the downtown club and Ventura South to join us in the parade. What's different this year; District 5240 Governor Wade Nomura will be joining us, as will the Ventura Rotaract Club. We have also invited the four Interact Clubs to be in the parade with us. It is our hope to have a Rotary family social event following the parade and we are hoping you guys will rally to the flag for this event. At last count there are about 200 Interactors in Ventura, as well as about 40 Rotaractors. We are going to want to have as many Rotarians there as possible to meet with these future Rotarians! We can use that time to begin planning an Interact fundraiser.

While we are on the topic of parades and young people, let's talk for a minute of one of our flagship projects: The Push 'em, Pull'em Parade on July 4th. This event has been going on for more than 25 years and always draws a HUGE crowd of participants and spectators. While we enjoy riding in the St. Patrick's Day parade, let's not fool ourselves, the most popular parade to attend in Ventura is far and away The Push 'em, Pull'em Parade. We are going to need lot's of help for this event. And if that aint enough for you, simultaneously we will be hosting the second annual Rotary Bullseye Shooting Contest in Piru. Due to circumstances and cost cutting measures we cannot use the shooting range on a weekend, and it only makes sense to use it on a big holiday that falls on a weekday. Our best opportunity this year is July 4th and the event runs all day. So we are going to stretch our club's resources and run two simultaneous projects several miles apart. In essence we will need two teams; The Push 'em, Pull'em Parade team and the Shooting Contest team to help make these projects successful.

And we have a couple of other fun projects to book-end those ones. Somewhere between the St. Patrick's Day Parade and The Push 'em, Pull'em Parade, the Community Service committee is planning the third installment of Rotary Rehab. This will be a fun event where we get to go out and help a needy senior citizen in the community. Hopefully we can have some of the Interactors

President, cont'd on page 5

## 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
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 February 9, 2012

Reported by Jeff Hata



Dick Norman led us in the Flag Salute.

Dick Norman led us in the salute to the Flag.

Jeff Hata introduced guests and visiting Rotarians.

Guest of Rich Stewart were Bill & Peggy Howard and guest of Jeff Hata was Tim Blackwell. Guests of the club were Cecilio Murillo and Cari-Ann Potts. Visiting Rotarians were Jack Wood from Ventura Downtown and Erick Nasarenko from Ventura South.

Jeff reminded the club about all the good work that was being accomplished at the YMCA through the Operation Splash program funded by our club. Please read the Operation Splash article on page 6.

John Borneman then led us in a song.

Bill Gray shared with us a recruiting tactic to gain new members. Give a Paul Harris Fellow to a son or daughter's unborn child!

Harriet announced that the opportunity drawing was a \$50 Barnes & Noble gift card donated by Wendy Pazen.

President Tom announced that if we can get 10 members to attend the Foundation Gala and donate \$250 we can get our own table and recognized on the program. Since President Tom, President Elect Jordan and none of the Board of Directors is planning to attend, I guess we won't be recognized.

Midge Stork spoke briefly about STEPS. STEPS stands for Symposium to Eliminate Poverty Sustainably. Midge was blown away by the quality of the speakers and the presentations.

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

President Tom announced that Rene was our only server today because we reduced the minimum with Scofield catering. Guess what? We substantially over that minimum and poor Rene and Chef Eddie really had to work hard for us. Thank you to Rene and Eddie for everything you do for us!



Rich Stewart conducted our raffle!

Midge feels it's important that everyone try and attend this event in the future.

Avenues of Service:

Community Service - Craig Miller announced that Community Service will be holding their meeting on February 22 at Service Master.

Vocational Service - Bill Spellman asked for more volunteers to drive for Job Shadow day.

RYLA is also still desperate for counselors.

New Generations - Husam Hishmeh said the Rotaract and Interact clubs are all amazing. Balboa Interact is 27 students strong and their meetings are very organized and well run. The next New Generations meeting will be on February 14 at Hishmeh Enterprises.

Club Service - Jordan Eller said the last Music Festival meeting had an attendance of 25 people. They are trying to decide which direction to go with the festival. They are dropping the Latin theme and going with a general style of music. The next meeting is Monday February 13 at 5:30. Also on Wednesday February 15 there will be a shooting contest meeting.

Happy \$'s Harriet Clune, Jan Lindsay, Hank Oster, John Borneman and Bill Spellman.

Rich then conducted our opportunity drawing and our lucky winner was our visitor from Ventura South, Eric! Congratulations to Eric and thank you to Wendy Pazen for her generous donation.

Pete Gallagher made a brief announcement about Bob Beckwith. Pete said that Bob says "Hello" and misses everyone in the club. Bob wishes more people would come and visit.

Rocky Ludes introduced our speaker Past District Governor Jan Lindsay.

Jan Lindsay gave our program today, which was a review of our work in Nicaragua, focusing on what we've learned about helping alleviate poverty.

He began by showing slides of what poverty looks like. Poverty includes being voiceless, powerless, and lacking money.

One of our first projects in Nicaragua was reforestation



Midge Stork spoke about STEPS

project. Shade grown coffee trees were planted in 2002-'03 in order to provide a source of income to the people.

Jan showed photos of some children from that period. He then showed us told us where they are today. One of those children, Rimero, is now in his 3rd year of college studying engineering. We are paying the total cost of university education for several students. In addition, our former exchange student, Indiana Altamirano, has graduated from college and law school and is now GoCare's staff attorney.



Our speaker today was P.D.G. Jan Lindsay.

The Education Model is extremely important, because education

- cannot be taken, sold, stolen or given away
- is empowering
- results in societal change.

Jan spoke of the problem of simply giving things. Often what is given is not sustainable. Our Club has made the mistake of simply giving things in the past, but now we're focusing on sustainable projects. Once you educate a parent, for instance, they instill this emphasis on their children, so education tends to continue in the family. That's where things fit in. We have provided a preschool and paid for the teachers. We have also built a community meeting facility which includes a library. We have acquired textbooks for the students as well as tables and chairs for them to study. Over 350 people outside our direct programs used this building.

A number of vocational training programs are set up to teach computer repair, sewing, baking, and beauticians. An adult reading program has been established, where currently adults read to 134 children. In addition, a microcredit program assists small family businesses grow, by enabling them to add another sewing machine, or increase their inventory, or otherwise increase their businesses.

Jan showed a list of programs offered and the enrollment or use of each the last few years, and told what was expected in the next few years. The programs are growing, and more challenges lie ahead, especially in the village where people literally live in a dump.

Thank you, Jan, for your presentation on the work Rotary Club of Ventura East has initiated in Nicaragua.

Rocky Ludes

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President, cont'd from page 2

involved in this project, but it's also fun to go out and do the work too.

And of course, we are hosting the Music Festival on the Lake. Until just recently we had been planning to reinvigorate the Latin theme from a decade ago, but the planning committee has decided to re-orient the theme to a more centralized contemporary music theme. Once that decision was made, volunteers have been signing up and the committee now stands at 25 members. We still need lots of help in the planning process as the central planning committee now splinters off into segregated action committees. We are going to be asking for 100% participation in this event, so be ready when you are approached: You will need to either be ready to serve on a committee, provide labor for the weekend of the event, or be a sponsor of the event.

Of course we will continue to have club socials and other events to keep us all focused on the Rotary mission, and we welcome anyone who wants to be involved to join us. In fact, ask your friends and colleagues to get involved with us. It's going to be some great fun for a worthy cause.

Yours in Rotary Service,  
Tom

# Fat Tuesday Social

## Tuesday February 21, 2012

### HAS BEEN CANCELED!

## Main Course California overbooked this date and will not be able to cater this event for us!

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## Weekly Raffle

Our raffle prize this week was a \$50 gift card to Barnes & Noble donated by Wendy Pazen.

We raised \$150 this week and our lucky winner was visiting Rotarian Erick Nazarenko!

Congratulations Erick and thank you to Wendy Pazen for your generous donation.




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
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# Operation Splash

Jeff Hata

Operation Splash was started in the spring of 2010. This program is a 2 week learn to swim class held by the Ventura Family YMCA aimed specifically at homeless youth. In the previous two years approximately 700 youth have gone through the program.




Ventura-East has a long and storied history of sponsoring some very memorable and truly great international projects. We were the first club to receive a 3H grant from Rotary International to do our projects in Mexico with the Totenac Indians. We also have done projects in Mexico as well as our ongoing efforts in Nicaragua, but, while we have always contributed to other local non-profits and made donations when asked, we did not have an ongoing "local" community service project that we could call our own. My goal in my year as president was to try and find a project that we could sponsor and wrap our arms around and be proud of.

It was in February of 2010 when I received a call from former member of our club and Past President Greg McCombs asking why our club did not donate to the YMCA any longer. I told Greg, we decided a few years earlier to stop because we didn't know where the money was going and what it was being used for. Greg said we could designate our donation for a specific program if we desired. From Greg's call I called Margo Byrne, Executive Director for Ventura Family YMCA, and asked Margo, "If we donated \$1,000 to the YMCA for learn to swim lessons for underprivileged youth, what could you do?" Margo said they could put together a program to target that segment of our population. We were at the time funding GoCare with \$6,000 a year. I thought we should at least sponsor a program close to that amount so I asked the board to approve \$5,000 to fund Operation Splash. The board approved. So, I called Margo and asked what could the YMCA with \$5,000? Silence on the other end of the line.

Needless to say Aquatics Director Amber Stevens was speechless when given this proposition, but jumped into action laying out this program and



YMCA, cont'd on page 8




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District 5240

Chartered May 23, 1963

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Anderson, David .....	Architecture	Miller, Craig .....	Disaster Recovery
Beckwith, Robert E. ....	Office Equipment	Norman, Richard M. ....	Trial Law
Borneman, John .....	Songleading	Norstedt, Chris .....	Honorary Member
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Canton, Rafael, M.D. ....	Psychiatry	Pazen, Robert L., O.D. ....	Optometry
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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
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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
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Gonzalez, Jesse .....	Automotive, Repair & Sales	Stork, Midge, CFP, CSPG .....	Financial Planning, Investments
Gray, Bill .....	Property Management	Strohman, Joseph, Jr. ....	Business Law
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Hata, Jeff .....	Printing	Thompson, Allison .....	CPA
Hertel, Ronald .....	Real Estate Land Development	Thompson, Vance, CLU, ChFC .....	Insurance, Financial Planning
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Hoag, Will .....	Honorary Member	Whitman, Diana .....	Honorary Member
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Jlmenez, Richard .....	Honorary Member	Yuncker, Chuck .....	Honorary Member
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Kagan, Kenneth .....	CPA		
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		

YMCA, cont'd from page 6

how it could work. Within 2 months from the initial contact from Greg, Operation Splash was a reality and happening. We gathered other organizations in our community to help donate swim suits, towels, goggles, etc. because many of these children did not own these items.



To say the YMCA is grateful for our support and donations is an understatement. Operation Splash is one of the signature programs at our local Y. The Y and Ventura-East has received numerous mentions in local papers and radio coverage. Operation Splash received the Channel Islands YMCA program of the year for 2010 and also published in the YMCA National magazine. This is a program that our whole clubs needs to proud of supporting because the Y is! So much so that in this years Facility Guide Operation Splash is on the time line as a significant event in the 125 year history of the Ventura Family YMCA.

I thank the board and the club for thinking this program worthy of the initial funding and to Past President Wendy Pazen and our current President Tom Swan for continuing to believe in the program and fund this project in their years.

We have a long storied history of strong international work that we should be proud of. Let's continue to keep in mind that there is a lot we need to do locally also and develop an equally long and storied history of community service work.





## *Announcement*

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

Name:	Cecilio Murillo
Classification:	Non-profit: Easter Seals
Proposer:	Jeff Hata

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: February 2, 2012