



The Rotary Club
of Ventura-East

The Breeze

Editor: Jeff Hata
Volume XLIX, Number 34

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata
March 8, 2012

Programs

Program Chair: Rocky Ludes & Deborah Perkins

March 8, 2012

Rotary Student Exchange - Florence Fayn

March 15, 2012

TBA

March 22, 2012

Avenues of Service

March 29, 2012

RYLA - Bill Spellman

Greeter

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

Music Festival

???, 2012

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

Club Events

Important Dates

St Patrick's Day Parade.....	Mar 17
District Assembly.....	Apr 7
Basic PRLS.....	Apr 7
RYLA.....	Apr 19 - 22
Rotarians at Work Day (Rotary Rehab 3).....	Apr 28
BBQ Team in Action.....	Apr 28
R.I. Convention.....	May 6 - 9
D.G. Wade's Demotion.....	Jun 23
President Tom's Step Down.....	Jun 29
Rotary Bullseye Shooting Contest.....	Jul 4
Push em Pull em Parade.....	Jul 4

Raffle Prize Donors

March 8 - TBA

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Web Addresses

www.RotaryVenturaEast.org

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

Presidents Message ...



Tom Swan
President 2011-2012

Fellow Rotarians;

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.

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 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

2011 - 2012 Club Board of Directors

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John Masterson.....	Director 2010-2013
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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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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

President, cont'd on page 5

Meeting March 1, 2012

Reported by Jeff Hata



Jan Lindsay led us in the Flag Salute.

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

Jan Lindsay led us in the salute to the Flag.

Nikki Sloan introduced guests and visiting Rotarians.

Guest of the club was Cecilio Murillo. Guest of Bob Pazen was Judge Henry Walsh. Guest of Tom Swan was Dawn Rosin. Our speakers were Peggy Grunert (member

of the Rotary Club of Simi Sunset - Morning), Andrea Vigil and Joyce Simon.

Wendy Pazen then announced that our opportunity drawing was \$50 in movie tickets card generously donated by Andy Corliss. Please don't forget that all money donated to the opportunity drawing goes directly to scholarships.

Deborah Roberts announced that the Music Festival meeting was being rescheduled for March 6 at Jordan's office at 5:30.

March Birthdays: John Masterson & Bob Pazen.

President Tom then inducted Cecilio Murillo into the club.

Avenues of Service:

Community Service -

Craig Miller announced that our next Rotary Rehab will be on April 28th. We are looking for a project on the west side of Ventura. We have a non-profit we are partnering with and have a \$10,000 grant for this project.

Vocational Service - Bill Spellman thanked everyone who drove for job shadow last week. We still need women counselors for RYLA!!!

Club Service - Jordan Eller spoke about his experience at PETS and sitting in the hot tub with District First Lady Roxann Nomura at 6:00 in the morning.



Seth Oster serenaded us during lunch!

Deborah Roberts spoke about the upcoming St Patrick's Day parade and social at Plaza Park immediately afterwards.

Wendy then conducted the opportunity drawing and our lucky winner was Bob Pazen. We raised \$125 today!

Happy \$'s Nikki Sloan, Jeff Hata, Midge Stork and Bob Pazen.

Rocky Ludes then introduced our speakers.

Today's program was from CASA – Court Appointed Special Advocates for Children. Our speakers were Andrea Vigil, a volunteer for 3 years, Peggy Grunert, a volunteer for 4 years (and Rotary President-Elect for Simi Sunset-Morning Edition), and Joyce Simon, a volunteer for one year.

Peggy began by explaining CASA is not the same as Casa Pacifica. The CASA program was part of Interface, but now is a separate nonprofit organization. Peggy then gave us an exercise, to think of a wonderful experience with our family when we were a young child.

She then set a new scenario: A drug bust in a residence, with 8 adults under the influence. All are arrested and taken to jail. But there are three children, 3, 5, and 8 years of age. Social Services picks up the young children. They contact relatives to care for them, but sometimes that is not an option. Peggy then passed out three Raggedy Ann dolls to different members of the club, and asked them to pass on the dolls after about 5 minutes. This represents what happens to the children in the course of a year. Sometimes a child is moved five times in a year. Frequently siblings are separated.

Andrea Vigil gave us more information. About 8,000 calls come in per year about possible abusive situations involving children. About 1,000 children are in Foster Care now and there are only about 200 Foster Care homes available. The most at-risk will be moved about five times in one year, meaning a new



Welcome to the club Cecilio Murillo!

Meeting, cont'd from page 3
 school, new family, new homes, and trying to find new friends.

The CASA volunteers are screened and go through about 40 hours of training. They are asked for a 1 ½ year commitment at the minimum. Typically they spend a couple hours per week with the child. They have full access to the child's confidential records. The kids never come to the CASA's personal residence or meet their family. The CASA will sometimes intervene when a Foster Care family is having problems with the child.

A child is often in Foster Care for three years. They have 90 children on their wait list. But there are not enough volunteers or finances. CASA has about 125 volunteers currently, and especially need more male volunteers. Kids are very receptive to the CASA program. Every six months, the CASA volunteer goes to court with the child to provide input on what the child needs and how they're doing. Generally, the CASA is advised to only care for one child at a time.

Some final comments: about 70-80% of the people on the street were once in Foster Care. The CASA goal is positive placement for the children. But with these services comes a cost: about \$1,200 is needed to support one child for a year.

Thanks to our speakers today, and all the great CASA volunteers. One child expressed their care so well: "I'll never go to bed wondering if someone loves me!"



Our speakers Peggy Grunert & Joyce Simon.

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Here's to a long life and a merry one.

A quick death and an easy one

A pretty girl and an honest one

A cold beer – and another one!

– St. Patrick's Day Toast

Wendy Pazen
 Office Manager

Dr. Robert L. Pazen
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President, cont'd from page 2

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 report interest in joining.

This reflects that the best course of action is a grass-roots one; each club member should take every opportunity to share the ideals of Rotary with their acquaintances, neighbors and peers.

Let's all invite someone to share the Rotary experience.
YIRS,
Tom

***A #2 pencil and a dream can take you
anywhere.***

Joyce A. Myers

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Weekly Raffle

Our raffle prize this week was \$50 in movie tickets donated by Andy Corliss. We raised \$125 this week.

Our lucky winner this week was Bob Pazen!

Congratulations Bob and thank you to Andy Corliss for your generous donation.



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Dolly Parton helps Rotarians spread literacy

by Susie Ma

The Rotarian -- March 2012

It can be hard to find books in Canada's vast Yukon. Claire Derome, 2009-10 president of the Rotary Club of Whitehorse-Rendezvous, knows of only one bookstore outside the capital, and in remote areas, access to libraries is also limited. Derome wanted to launch a literacy project that would reach all Yukon communities, and she found one in Dolly Parton's Imagination Library.

Every month, Imagination Library mails an age-appropriate book to each child in the program, until age five. Research showed that up to 85 percent of families receiving books through the program read to their children every day.

Derome, who has a graduate degree in education, did not need more convincing. "The number of books you have at home is a good indicator of future success in school," she says. Her Rotary club worked with the Yukon government and the Yukon Literacy Coalition to bring Imagination Library there, and 900 children are currently enrolled. The Dollywood Foundation and the participating community split the program costs; in Yukon, the Whitehorse-Rendezvous club covers the \$3.60 per child per month.

Dawn Rochelle, president of the Rotary Club of Jacksonville, N.C., USA, was drawn to Imagination Library because she knew that every cent her club raised would help put a book directly into the hands of a child.

Rochelle, who is executive director of the nonprofit Onslow County Partnership for Children, brought her organization together with Rotary clubs and the local United Way to launch Imagination Library in Jacksonville, which, as home to Marine Corps Base Camp Lejeune, has many young military families. At Imagination Library's first local Rotary club presentation, one Rotarian pledged \$10,000 on the spot. So far, 170 children are enrolled in the program. "They're so excited, because they don't have books at home," Rochelle says.

Imagination Library does not have income requirements. "Dolly did not want any child to feel singled out or left out," says David Dotson, president of the Dollywood Foundation. Parton was adamant that the books be new, because of her own experiences growing up with hand-me-downs. And in mailing the books to each young person, she wanted to re-create the joy she felt as a child when the Sears catalog arrived at her home, addressed to her family.

Imagination Library serves children in the United States, Canada, and the United Kingdom. In 2001, 2,500 children were participating in the program; today they number almost 700,000. Imagination Library and Rotary International teamed up in 2009, and Rotary clubs are involved in the program in roughly 300 communities.

"I don't think we could do it without Rotary's involvement," Dotson says. "If you look at Rotary's presence in the world, it may be that the greatest aspect of our relationship is yet to come."



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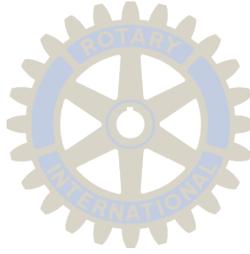
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Rotary Club of Ventura-East, Membership List 100% Paul Harris Fellow Club

District 5240

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Announcement

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

Name:	Cari-Ann Potts
Classification:	Attorney, Civil
Proposer:	Monte Widders

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 23, 2012