



The Rotary Club
of Ventura-East

The Breeze

Editor: Jeff Hata
Volume XLIX, Number 35

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata
March 15, 2012

Programs

Program Chair: Rocky Ludes & Deborah Perkins

March 15, 2012

Future Visions - Tom Swan

March 22, 2012

Avenues of Service

March 29, 2012

RYLA - Bill Spellman

April 5, 2012

TBA

Greeter

April 5 - Nikki Sloan

April 12 - Jim Word

April 19 - Midge Stork

April 26 - Carol Marquez Olson

May 3 - Jim Word

May 10 - Deborah Roberts

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

Friends in Rotary;
As I took over the leadership of the club in July, I had set several goals that I believed were essential to the continued growth of our club. Among those goals was the necessity of successfully organizing a larger fundraiser to enable us to make the kind of impact on our community that we want. There is little doubt that if we do not begin to raise more funds we would eventually be forced to reduce the

benefits we provide to the programs we support both locally and internationally. As it is we have not made significant contributions to the club foundation in several years, relying on investment performance for the growth of endowments at a time when investment performance has been lackluster at best.

Moving forward, we determined the best course of action was to recreate a project the club had successfully operated ten years ago; the Latin Music Festival. If the project had continued it is estimated the project would currently raise upwards of \$150,000 annually. So we began the arduous task of recreating the Latin Music Festival. We commenced planning by choosing the established site of Lake Casitas, determining the logistics and requirements, selecting committee members and recruiting talent and set a date. As the plans progressed, however, it became evident that we did not possess the manpower necessary to execute this project in the manner it was designed. As a case in point, to conduct the event on a Saturday, we would be required to transport and install all the necessary equipment such as stages, dance floors, tables chairs, portable toilets and sinks, tents, kiosks, booths, electricity, food, beverages; literally everything on Friday, run the event on Saturday, then take everything away on Sunday. This one-day event would, by necessity, become a three-day event. I just do not see that happening.

As the committee was losing faith, a new opportunity presented itself in the form of a different type of event. Brought to us by Jordan Eller, Deborah Roberts, and Honorary Rotarian Augie Ponce de Leon, the music festival committee was presented with the idea of organizing a concert at Libby Bowl in Ojai. Libby Bowl has the pre-built stage, seats, restrooms, concession stands, fencing, lawn areas, running water, electricity and lighting posts, pre-wired electrical connections, and an audio-video bay already in place. These are all items we would need to build or rent and then remove at Lake Casitas. We will still need to rent lighting and sound systems. We will have the concession permits, so we will be selling the food and beverages and capturing any profits from those sales. We will be responsible for hiring and placing the musical talent, and we will, of course, be required to coordinate the volunteer staff, which we would have done at Lake Casitas

President, cont'd on page 5

2011 - 2012 Club Board of Directors

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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

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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
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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 March 8, 2012

Reported by Jeff Hata



Jan Lindsay gave us some great news from abroad!

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

Jeff Hata led us in in the salute to the Flag.

Jim Word introduced guests and visiting Rotarians.

Guest of Bill Gray was Kim Gray. Guest of Nikki Sloan was David Wellick. Visiting Rotarian from Ventura Downtown was Larry Emrich and also visiting and speaking

today was Rotary Exchange Student Florence Fayn.

John Borneman led us in a song.

Wendy Pazen then announced that our opportunity drawing was a \$25 Target gift card and \$25 cash generously donated by Wendy Pazen. Please don't forget that all money donated to the opportunity drawing goes directly to scholarships.

Avenues of Service.

New Generations - President Tom spoke for Husam today. Buena Interact and Rotaract will be participating in the St Patrick's day parade. Balboa Interact thanks Husam and Dominos Pizza for lunch at thier meetings.

The Buena German Exchange Student lunch will be on Monday March 12th.

Vocational Service - Other then RYLA still needs women counselors, nothing to report.

International Service - Jan Lindsay announced that our club will be participating in a grant to provide Eco Stoves to families in Nicaragua. We will be partnering with Westlake, T.O. and Ojai. Jan also announced that a major call center in Nicaragua will be coming to our vocational training center in Pantanal to interview potential employees! Great news indeed.



Sam Marsh's daughter had her children's book published!

President Tom announced that the club will be pursuing Future Visioning.

Deborah Roberts needs volunteers to meet at the corner of Santa Clara and Ventura Avenue at 8:30 am to help decorate the float on March 17th. This will also be the location to meet at for the parade. We will be having a Rotary Social at Plaza Park immediately following the parade.

There will be a musich festival meeting at Jordan's office on March 8th at 5:30.

The District Assembly will be on March 31st from 8:30 - 5:30. If you will be on the board, Avenues of Service Director or in any club position it would be a great idea to attend the assembly.

The club foundation met recently and Ron Polito will be making a presentation to the club soon to report results.

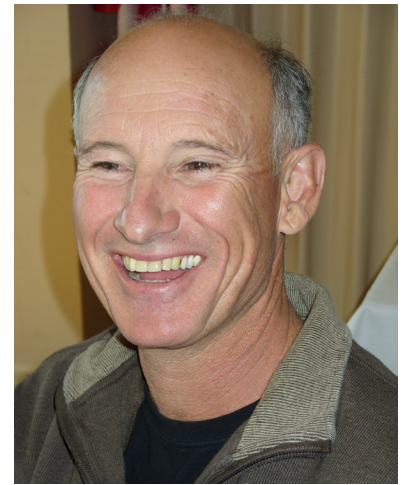
Wendy then conducted the opportunity drawing and our lucky winner was Bill Spellman. We raised \$72 today!

Happy \$'s Wendy Pazen, Sam Marsh, Rafael Canton, Bill Spellman, Judy Hoag, Larry Emrich, Nikki Sloan and Bob Pazen.

Larry Emrich then introduced our speaker Florence Fayn.

Larry Emrich of the Downtown Club was kind enough to bring Florence Fayn to speak at our meeting. Florence is a 16 year old Rotary exchange student from France. More specifically, she is from Saint Baldoph, Sovie, a town made up of approximately 3,000 people and surrounded by the French Alps.

On August 16, 2011, Florence left the Geneva, Switzerland airport on a 19 hour flight to Los Angeles. Upon arrival, she met her first host family who had a daughter who was only one year older than Florence. The daughter, who was leaving for Italy on an exchange program, spent her last few days in the United States showing Florence around and introducing her to many other teens.



Ron Polito will be giving a report on the Club Foundation results.

Meeting, cont'd from page 3

On August 23, 2011, Florence started her first day at Ventura High School as a sophomore. Florence dove right in and joined the water polo team and the French club. Florence noted that her fellow students had an intense focus on getting good grades and going to college. In France, students are mainly focused on graduation with little emphasis on going to college.

Florence found that school sports are much more serious here in the sense that the students are taught to be very focused. In France, sports are more for fun and much less serious. Florence also noted that the students here have a much more open and friendly relationship with their teachers. In France, the students "only talk to the teachers when they have to."

During her stay in the United States, Florence visited many places including Lake Elsinore, Huntington Beach, San Diego, Santa Monica, Big Bear, Venice Beach, Santa Barbara, Hollywood, and Santa Cruz. Florence thought that she must be in Alaska when she arrived in Big Bear. In her country, California is always portrayed as sunny and warm.

Florence's five-year study of English proved to be very helpful, although she admits that she was quite rusty when she first got here. In France, it is mandatory that students take English classes.

Florence is currently living with her second host family. She is looking forward to living with her third, and final, host family who has two daughters close to her age. Before she leaves she will take a road trip heading up North to see even more of the United States.

Florence says she is extremely thankful to Rotary for providing this opportunity and allowing her to have an experience she will never forget.

Deborah A. Perkins



Our speaker today was Florence Fayn.

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President, cont'd from page 2

anyway. By selecting Libby Bowl we save ourselves over \$8000 in rental costs and more than 100 man-hours of labor. With this proposal we have a serious fundraising opportunity with a realistic chance of success. Our committee is infused with passion and excitement, other organizations are willing to join our cause and some of the movers and shakers of our community's music scene are taking notice. While the specifics are not yet in place the overall consensus is to create a musical experience that will infuse different styles of music, allowing a collaborative experience between classical, jazz and rock music. Dubbed the "Enphusion Concert Series", this project has a financial model that makes sense, the focused use of manpower that befits a non-profit club like ours and the planning to become a repeated event for years to come.

I look forward to participating in this project, and I sincerely hope you will wish to be associated with it as well.

Tom

Rotaractors lead social media workshop for Rotarians

By Ryan Hyland

Rotary International News -- 13 March 2012

More than 60 Texas Rotarians gathered in computer labs at a local college in Houston to learn how to set up Facebook and Twitter accounts, upload YouTube videos to their club websites, and download apps like the Rotary Club Locator to their smartphones.

The sessions, part of a workshop sponsored by District 5890, were led by Rotaractors and Interactors.

"Social and digital media are growing at an exponential rate, and for many Rotarians, it's harder than ever to keep up with the strategies, tools, and tactics," says Tommie Buscemi, the district's New Generations

Rotaract, cont'd on page 5



One of the youth instructors helps out a Rotarian during a social media workshop conducted by District 5890 (Texas, USA). Photo courtesy of District 5890

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Weekly Raffle

Our raffle prize this week was a \$25 Target gift card and \$25 cash donated by Wendy Pazen.

We raised \$72 this week.

Our lucky winner this week was Bill Spellman!

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



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
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committee chair. "Rotaractors are at that age where a lot of this valuable information is second nature to them."

Rotaractor Nathalie Cras, one of the workshop instructors, says that social media has become the most effective recruiting tool, marketing asset, and communication resource for reaching potential members.

"I have found that the majority of our members make their first contact with Rotaract through websites or Facebook pages," says Cras, a member of the Rotaract Club of River Oaks. "Keeping up with these technologies is crucial to securing the next generations of Rotarians."

Facebook tips

Among the Facebook tips that Cras and about 10 other Rotaractors shared at the reverse mentoring workshop were:

Make sure you have more than one administrator for the page to ensure continuity when one is unavailable.

Encourage members who follow you on Facebook to use the "share" link for your posts in order to reach a wider audience.

Set up a Facebook to link to your Twitter account.

Link to news stories about club activities through Facebook to increase publicity.

Use a social media dashboard such as HootSuite to manage multiple websites and social media accounts, and to schedule posts in advance. This helps to minimize the workload for administrators.

Buscemi says the workshop was a huge success, and the district is planning another during the current Rotary year.


"These young leaders were so proud of themselves. They were honored that the Rotarians were looking at them as the teachers and had that valuable information that Rotarians could use," says Buscemi."

Rotaractors and Rotarians have much to gain by working together. During World Rotaract Week, 12-18 March this year, Rotary celebrates the contributions of Rotaractors and encourages Rotary clubs to invite them to meetings and to participate in mutual service projects. Here are a few examples of Rotaractors serving their communities:

The Rotaract Club of Ntinda, Uganda, delivered blankets and mosquito nets to 300 underprivileged children in nearby communities. The club raised funds by organizing a joint Rotary/Rotaract mini-marathon.

Members of the Rotaract Club of Rieti, Italy, raised funds to install a water well in a village in Balaka, Malawi. Rotaractors and Rotarians then spent 20 days in Malawi and helped install the well.

The Rotaract Club of Surat East, Gujarat, India, conducted a blood donation drive, collecting more than 1,459 units of blood during a single day.




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