



The Rotary Club
of Ventura-East

The Breeze

Editor: Jeff Hata
Volume XLIX, Number 40

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata
April 12, 2012

Programs

Program Chair: Rocky Ludes & Deborah Perkins

April 12, 2012

Goal Setting - Greg Stuart

April 19, 2012

Real Estate Update - Jordan Eller, Bill Gray & Judy Hoag

April 26, 2012

TBA

May 3, 2012

TBA

Greeter

April 12 - Jim Word

April 19 - Midge Stork

April 26 - Carol Marquez Olson

May 3 - Jim Word

May 10 - Deborah Roberts

May 17 - Jeff Hata

Fundraisers

Poinsettia Sales

Delivery Date

November 29, 2012

Rotary Bullseye Shooting Contest

July 4, 2012

Music Festival

August 18, 2012

Featured Performer

Ray Fresco

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

Club Events

Important Dates

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

April 12 - Al Jonas

April 19 - Jeff Hata

April 26 - Mark Rook

May 3 - Alison Thompson

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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

Who has been to the Libbey Bowl in Ojai? It is a pretty nice amphitheater. Currently the Rotary Concert committee is exploring the possibility of booking Libbey Bowl for a concert on August 18, 2012. They are close to signing a contract with Rey Fresco, a local and favorite contemporary musician from the Ventura area, and taking all the steps necessary to make this event a success. The committee is partnering with Interface Family and Child Services, has already raised \$10,000 in sponsorships, and has the Ojai Youth Symphony to interface with Rey Fresco. There is a possibility of another band to play before Ray Fresco and they are hoping to have a free band to play in the adjacent park to prelude the event.

We have set ourselves up to be the only food vendor, with the exception of the VIP tent, where we are searching for a sponsored caterer. Deborah Roberts and her team are doing a great job of making this a reality not just for this event, but for future events as well. If we can make this one work for everyone concerned it can be a repeating event for years to come with very little labor involved for us.

As of now we are projecting a break even analysis at 415 tickets sold with \$10,500 in sponsorships. As we have already reached the breakeven for sponsorships, we feel it is very doable to sell 415 tickets between ourselves and Interface. Additionally, as this event is open to the public we are intending to sell 1000 tickets altogether. We have a website: www.rcveconcert.com and will begin selling tickets online by June 1st. We will have a full-on marketing campaign utilizing print, radio and social media. If we sell out the event, we will generate approximately \$30,000 in NET proceeds. Additional sources of revenue include food sales, merchandise (t-shirts) and beverage sales...the committee is working an angle to get a piece of the beer and wine sales as well.

We are going to ask for as much help as possible from the club members. The event will be much easier that other events we have tried to put together, but it will still be a handful and we want the Rotarians doing what they do best....digging in and helping.

Please reserve the date: Saturday August 18, 2012 from 2:00 – 10:00. If you want your name associated with this concert, please contact Nikki Sloan or Craig Miller for a sponsorship opportunity. This is going to be a fun and well-attended event for all of us and will set the standard for events of this nature for years to come.

Yours in Rotary service,
Tom

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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

Rotary International Officers

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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
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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 April 5, 2012

Reported by Jeff Hata



Carol Marquez-Olsen led us in the Flag Salute.

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

Carol Marquez-Olsen led us in the salute to the Flag.

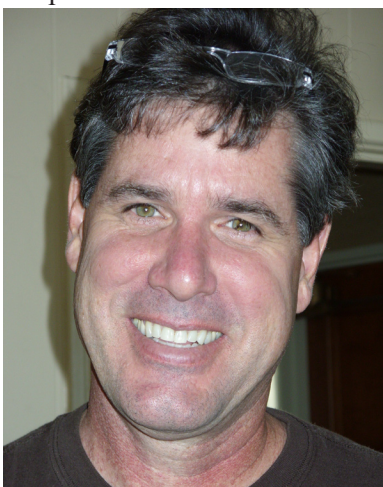
Nikki Sloan introduced guests and visiting Rotarians. Our lone guest this week was our speaker

John Borneman led us in a song. Every one sang "Happy Birthday" to Bob Lynn first.

Harriet Clune announced that our raffle prize was \$50 cash donated by Bob Lynn.

Avenues of Service.

Vocational Service - Craig Miller spoke about the upcoming Rotary Rehab III project on April 28th. The search for the house to be rehab'd is being narrowed down and it looks like there may be two houses being done. We will be working with the non-profit Rebuilding Together who has obtained a \$10,000 grant for this project. We will only have to show up and provide muscle power!



Tom Crozier is preparing for this years scholarship interviews.

Club Service - Deborah Roberts stepped in for vacationing Jordan Eller. In addition to Rotary Rehab III we will be doing a BBQ for the Downtown Club's Ride for Literacy on April 28th. We have been told to expect to cook for about 500 people. There will be a Music Festival meeting Monday at 6:00. Jordan's office. Deborah also showed a proof for the Music Festival flyer/poster.

Vocational Service - Tom Crozier spoke about the scholarship committee and with the goals of our scholarships should be. ie What criteria should we be using and what type of student or need should we be trying to fill? All good

concerns.

President Tom announced that we received the check for our District Grant to help fund Operation Splash. We donated \$1,000 more this year and spent \$2,000 less of club funds this year thanks to the grant!

Birthday's for April: Bob Lynn and John Masterson. Anniversaries for April Dick and Mary Gallagher!

Harriet then conducted the opportunity drawing and our lucky winner was Bill Gray! We raised \$105 today!

Happy \$'s John Borneman, Wendy Pazen & Craig Miller.

We had a very inspiring presentation from Sherrie Feger about her being a first time marathoner at age 61 years old. Sherrie completed the Los Angeles Marathon on March 27, 2012, in just under eight hours!

In December 2007, Sherrie fell and fractured her pelvic bone. During her recovery, she decided it was time to change her lifestyle to improve her health. She knew there was a history of diabetes and other illnesses in her family and she was determined not to join their ranks.

Sherrie started on a weight watchers program and began exercising. She does a lot of fitness walking, but she enjoys participating in Zumba classes even more. Zumba is an aerobic dance class featuring Latin dance moves like the salsa, the meringue, etc. Overall, Sherrie went from a size 14 to a size 8.

Sherrie's first run was a 5k at Summer Fest. She was determined to finish it in less than an hour and not be the last person across the finish line. Sherrie succeeded. She finished the race in 59 minutes and 52 seconds, and one person, a man in his 90s, finished after her. She has since participated in several races in preparation for the marathon. Her longest practice session was 20 miles before the 26.2 mile marathon.

On the day of the marathon, she arrived at Dodgers Stadium a little after 6:00 a.m. Sherrie was happy to



Happy Birthday Bob Lynn!

be at least an hour early so that she did not feel rushed. In addition, the bathroom lines were the longest she has ever seen.

During the race, Sherrie enjoyed the sites along the route, although there was no time for shopping on Rodeo Drive. By about mile 18, she began questioning whether she really wanted to finish. Sherrie rallied and finished the race, motivated partly by all of the supporters along the route. Sherrie's husband greeted her at the finish line, like he has at so many other races. She is incredibly thankful for her husband's support.

Sherrie recommended several books in case you are also considering a marathon, including, *The Complete Idiot's Guide to Marathon Training*. Sherrie also found the following websites very helpful: marathonwalking.com, active.com, insidetrackventura.com, mapmywalk.com, and venturazumba.com.

Sherrie encouraged all of us, telling us that we can do anything we set our mind on. As Nike so famously touted, Just Do It.

Thank you Sherrie for sharing your journey and success!

Deborah A. Perkins



Sherrie spoke to us about her L.A. Marathon Experience!

Rotary Club of Ventura-East

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Rotary clubs make changes to attract younger members

By Megan Ferring

Rotary International News -- 11 August 2011

When Rotarians in Walnut Creek, California, USA, found it difficult to attract young professionals to the area's morning and afternoon clubs, they set out to establish a new club that would accommodate busy, on-the-go schedules.

The Rotary Club of Diablo View (Walnut Creek), chartered in 2009, meets in a local brewery at 5:30 p.m. every Thursday. Club president Jennifer Beeman says the club sets aside time each week for socializing before turning to club business, and that the relaxed atmosphere appeals to younger members.

Beeman was only 24 years old when she became a charter member of the club, and she's now one of the youngest female club presidents in Rotary. The club has 26 members, 90 percent of them between the ages of 25 and 40.

"Because we have younger members, our attitude is different. People have told us how refreshing it is to have young faces behind Rotary," Beeman says.

She says the club carries out many projects in the community so that members have an opportunity to do hands-on service. Every month, for instance, it plans an outdoor project, such as cleaning up nature trails. Younger Rotarians usually have more time than cash at their disposal, she says, so they tend to contribute by volunteering.

The club recruits new members through social media like Twitter and Facebook, and it has a mentoring program to help with retention. All new members are assigned a mentor, who spends extra time with them outside regular meetings.



Members of the Diablo View Rotary Club donate their time by cleaning up the Iron Horse Trail in California. Photo courtesy Diablo View Rotary Club

Membership, cont'd on page 6

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Weekly Raffle

Our raffle prize this week was \$50 cash donated by Bob Lynn.
 We raised \$105 this week.
 Our lucky winner this week was Bill Gray!
 Congratulations Bill and thank you to Bob Lynn for your generous donation.


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
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“The modifications we’ve made have helped our club appeal to younger professionals and retain them,” Beeman says. “They’ve created a high-energy club.”

Beeman says clubs must be willing to make a few changes to attract younger members. Here are some examples of what other clubs are doing:

- Through a student membership initiative, the Rotary Club of Hope Island, Queensland, Australia, invites college-age students to meetings and subsidizes the cost to bring a youthful perspective to the club.
- The Rotary Club of Las Vegas, Nevada, USA, has created the 25 Club, a club-within-a-club. The members hold additional meetings, sponsor regular social gatherings, and carry out a number of service projects. The inductees are generally younger, and after a year, they transition into the parent Rotary club.
- The Rotary Club of Crawley, Western Australia, Australia, started a mentoring program that helps new members transition into the club. The club’s average age is now in the 30s.
- The Rotary Club of Bricktown Oklahoma City, Oklahoma, USA, meets in a tavern. First-time guests are treated to two free beverages, compliments of the club..
- The Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, meets in the evenings and lowers costs by not having meals. The third meeting of the month is a happy hour/networking event at different locations in the city. The fourth meeting is a volunteering opportunity.




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District 5240

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