



**The Rotary Club  
of Ventura-East**

# The Breeze

Editor: Jeff Hata  
Volume XLIX, Number 42

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata  
April 26, 2012

## Programs

Program Chair: Rocky Ludes & Deborah Perkins

### April 26, 2012

Astronomy - Solar Eclipse - Hal Jandorf

### May 3, 2012

Bake Auction

### May 10, 2012

Student of the Quarter

### May 17, 2012

Club Anniversary

## Greeter

**April 26** - Carol Marquez Olson

**May 3** - Jim Word

**May 10** - Deborah Roberts

**May 17** - Jeff Hata

**May 24** - Nikki Sloan

**May 31** - Carol Marquez Olson

## 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](http://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 26 - Mark Rook

May 3 - Alison Thompson

May 10 - Dick Gallagher

May 17 - John Masterson

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**Web Addresses**

[www.RotaryVenturaEast.org](http://www.RotaryVenturaEast.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

Fellow Rotarians,

I found this article on Rotary.org today and wanted to pass it on to you. President Obama recognized 10 Rotarians as Champions of Change, and one of the ten was our very own PDG Anil Garg of the Rotary Club of Simi Valley. Here are the details:

### Champions of Change: Honoring Rotary International Members

The White House honors 10 U.S. Rotary club members from across the country as Champions of Change for their volunteer work to improve the lives of others. Rotary club members are grassroots volunteers and successful business leaders who want to give back to make the world a better place, and embody what being a Champion of Change is all about.

#### Rotary International Members

The White House honors 10 U.S. Rotary club members from across the country as Champions of Change for their volunteer work to improve the lives of others. Rotary club members are grassroots volunteers and successful business leaders who want to give back to make the world a better place, and embody what being a Champion of Change.

#### Anil Garg

Polio immunizations, India Anil Garg of Simi Valley, California has led multiple teams of Rotary volunteers to his native India to immunize children against polio – a paralyzing infectious disease that still threatens children in parts of Africa and Southeast Asia. A financial planner and business owner, Garg also is a strong advocate for literacy and has worked as a tutor in adult literacy programs. He also teaches Hindi to elementary school students. Anil Garg is being honored as a Champion of Change for his humanitarianism and contributions to public service, aimed at improving people’s lives and making a better future around the globe.



## 2011 - 2012 Club Board of Directors

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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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Frank Ortiz.....	Governor Elect, R.I. District 5240
Jack McClenahan .....	Governor Nominee District 5240
Dr. John Carroll (In Memoriam) .....	P.D.G. 1981-1982
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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 19, 2012

*Reported by Jeff Hata*



*Carol Marquez-Olsen introduced guests and visiting Rotarians.*

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

Ken Kagan led us in the salute to the Flag.

Carol Marquez-Olsen introduced guests and visiting Rotarians. Visiting from Rotary Club of Simi Sunset Sunrise Edition and guest of Jeff Hata was Karen Stewart.

President Tom then inducted our newest

member Cari Ann Potts.

John Borneman led us in a song.

Rich Stewart announced that our raffle prize was 2 bottles of Four Brix Wine, Scosso & Zeductive donated by Jeff Hata.

Vance Thompson announced that our club Christmas Party would be at the home of Jan & Pam Lindsay this year. It's never too early to plan a party.

Avenues of Service.

Club Service - Jordan Eller showed off our new perpetual trophy case for the shooting contest which will be kept at the Wes Thompson Gun Range for all to see and adore. The case was built by Jim Word and the plaques made and mounted by Ventura Trophy.



*Ken Kagan led us in the Flag Salute.*

April 28 our BBQ Team will be in action cooking for Downtown's Bike Ride for Literacy. We will be at the Ventura Unified School District offices on Stanley Ave. We will also be doing our Rotary Rehab project on the same day so we will be having a lot going on.

We also need a member to step forward and coordinate the Push-em Pull-em parade.

New Generations - Husam Hishmeh invited the club to attend our Interact Club meetings at Buena High School and

Balboa Middle School or the Rotaract meeting at the Wedgewood. VCCF spoke to Buena Interact about fund raising recently.

Deborah Roberts announced that our Music Festival meeting will be on Monday April 23rd at Jordan's office. 6:00 pm.

P r e s i d e n t ' s Announcements.

In December we had a visiting Rotarian from Chili who was from a new club. He had lived in the Ventura area for many years but had moved back to Chili. He promised President Tom to send a club banner as soon as his club made them. Well a banner came in the mail to Tom with a banner from his club in Chili last week!

Reminder, May 3rd is the bake sale. You don't want to miss that meeting.

President Tom invited Karen Stewart to talk about her winery. Four Brix is a brand new winery in Ventura founded by 3 Rotarian Families. The symbolism to the name Four Brix is that their wines are crafted after their four favorite wine regions in the world and brix is a measurement of sugar which determines the ultimate alcohol level after fermentation.

They are open Friday evenings 4:00 - 9:00 and Saturday and Sunday noon - 5:00.

Rich then conducted the opportunity drawing and our lucky winner was Jan Lindsay! We raised \$91 today!

John Masterson then auctioned off a mystery piece of club memorabilia for \$25 to Mark Rook. John also auctioned off two wine tasting flights to Four Brix which went for \$20 each. The wine flights went to Rich Stewart and Cari Ann Potts.

Happy \$'s Midge Stork, Rich Stewart, Harriet Clune, Rocky Ludes, Tom Hashbarger, Jan Lindsay, Al Jonas, Wendy Pazen and Jordan Eller.

Bill Gray, Judy Hoag, and Jordan Eller gave a presentation on the current state of the real estate and mortgage industries. Bill Gray is the owner of Ventura Realty and Homes. Judy Hoag is the owner of Associated Realtors. Jordan Eller is the owner of Capital Mortgage Services.

Bill's presentation focused on investment rental

Meeting, cont'd on page 4



*Jan Lindsay actually won the raffle!*

properties. Ventura has a variety of properties in both the low income and high income sectors. Currently, the supply of single family rental homes is low while the demand is high. All of the people who lost their homes through foreclosures or short sales now need a place to live. Many of them are looking to rent single family homes. At the same time, banks are taking their time in releasing bank-owned homes back into the market.

From an investor's point of view, it is better to purchase a low income home because the return on investment is higher. Generally, rents for low income housing have only minor fluctuations even when home prices drop significantly.

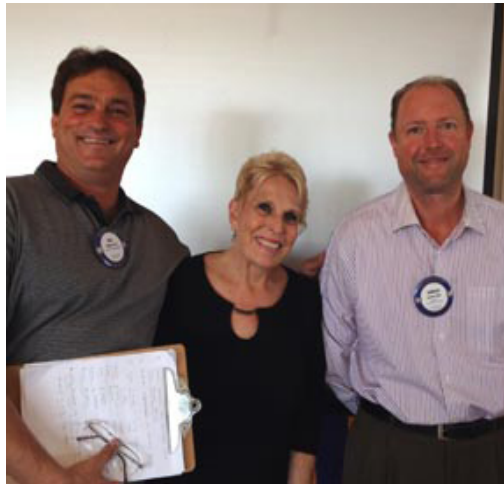
The rental market for apartments and condominiums is rather soft and units may sit on the market for a month or two before being rented. One of the reasons this is happening is because the City of Ventura has been building many low income housing units so there is a lot of competition.

Judy provided quite a few statistics as to the state of the real estate market. There has been a bit more movement in the local market than last year. Last year, 757 units were sold while this year 820 units were sold. Although there is more movement, prices have remained about the same. The median home price in Ventura County last year was \$349,000 while this year it is \$350,000.

Most of the units sold have been to investors with sale prices of \$400,000 or below. Real estate investing is very appealing to investors right now because they can generally get a higher rate of return on a rental property than with other investments.

According to a survey by the California Association of Realtors, 73% of people believe it is a good time to buy a home, 39% of people believe mortgage rates will go up in the next twelve months, and 66% of people would buy a property if they were to move.

Jordan explained that the mortgage industry has seen massive changes over the last few years. For example, in 2005 he could get someone with a 680 credit score with no money down a stated income loan of \$1,000,000. That file would have been about one inch thick. Now, it is illegal in



Bill Gray, Judy Hoag & Jordan Eller spoke to us about the status of real estate in Ventura County.

**Rotary Club of Ventura-East**

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Office Manager

**Dr. Robert L. Pazen**  
**Optometry**  
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Meeting, cont'd from page 4

California to give a stated income loan, and there is so much documentation required that his files have increased to four and one-half inches in size.

It is now very difficult to qualify for a loan. No more than 45% of your income can be used to pay your debts including the mortgage you are applying for. Due to this, Jordan already knows it is a bad sign when someone pulls up to his office in a brand new Escalade.

Most of the loans currently being processed are for first time buyers. The average loan is \$319,000 with 3% down and an interest rate of 3.75%. The average credit score is 769. The average closing time is 42 days. The average loan-to-value is 77%.

Thank you Bill, Judy, and Jordan for sharing your expertise with us.

Deborah A. Perkins

## Clubs reveal secrets to great food fundraisers

By Kathleen Pratt

The Rotarian -- May 2012

In the food-obsessed cultures of today, where scoring reservations to top restaurants has become a cutthroat sport and amateur food bloggers treat eating like a part-time job, your Rotary club's pancake breakfast faces unprecedented competition. But there's also no better time to spice up your food fundraiser or launch a new one. Learn how from Rotary club food festival organizers.

### Annapolis Rotary Crab Feast

Blue crabs, a point of local gastronomic pride and the state crustacean, highlight this three-hour,

Food, cont'd on page 6



Blue crabs, a point of local gastronomic pride and the state crustacean, highlight the three-hour, all-you-can-eat Annapolis Rotary Crab Feast, where about 3,000 people each consume an average of 13 crabs pulled from the Chesapeake Bay.

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## Weekly Raffle

Our raffle prize this week was Four Brix Wine, Scosso & Zeductive, donated by Jeff Hata.

We raised \$91 this week.

Our lucky winner this week was Jan Lindsay!

Congratulations Jan and thank you to Jeff Hata for your generous donation.



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all-you-can-eat feast, where about 3,000 people each consume an average of 13 crabs pulled from the Chesapeake Bay. The event, held in early August at the Navy-Marine Corps Memorial Stadium, is billed as “the world’s largest crab feast.” Dinner includes steamed blue crabs (whose scientific name translates to “savory beautiful swimmer”), along with crab soup, corn, ribs, and hot dogs. The club boosts profits by selling Crab Feast Mania , a book of recipes contributed by Rotarians and friends. Randy Goff, the event’s 2011 chair, credits its success to a hands-on commitment from every club member and an emotional investment from local residents. “Eating crabs here is ingrained in the culture,” Goff explains. “There’s a sense of ownership in the community about this event.” With crab conservation in mind, the club encourages attendees to “take all you want, but eat all you take.”

Money raised in 2011: US\$83,000

Crabs consumed: 40,000

Years running: 67

Charities include: Rebuilding Together, Anne Arundel County CASA Inc.

Sponsor: Rotary Club of Annapolis, Md., USA


Secret ingredient: Strong vendor relationships. Seafood distributors donate raffle prizes, and a local barbecue restaurant provides pulled pork, hamburger, and other meats. Vendors also handle food prep, ensuring that the tens of thousands of crabs are properly steamed.

Steamed spiced crabs

- ¼ cup finely chopped ginger
- 1 small garlic bulb, peeled and finely chopped
- ¾ tablespoon mustard seeds
- ¼ teaspoon ground allspice
- 1½ teaspoons red pepper flakes, crushed
- 5 bay leaves, crushed
- 1 tablespoon fennel seeds
- 2 onions, finely chopped
- 1 cup cider vinegar
- 1 cup dry white wine
- 12 blue crabs, live

Combine ginger, garlic, mustard seeds, allspice, red pepper, bay leaves, fennel seeds, and onions in a bowl. Set a steamer in a tall stock pot and pour in vinegar, wine, and 2 cups water. Bring to a boil and then remove pot

Food, cont'd on page 8




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100% Paul Harris Fellow Club**

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Beckwith, Robert E.....Office Equipment	Murillo, Cecilio.....Non-Profit
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Corliss, Andrew.....Broadcasting	Perkins, Deborah.....Family Law
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Gill, Floyd.....Banking, Management	Spellman, William J., D.D.S.....Prosthetic Dentistry
Gonzalez, Jesse.....Automotive, Repair & Sales	Stewart, Richard E.....Banking, Real Estate Loans
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Food, cont'd from page 8

from heat. Put 3 crabs in steamer and scatter  $\frac{1}{4}$  of spice mixture over them. Layer remaining crabs on top, using 3 crabs and  $\frac{1}{4}$  of spice mixture for each layer. Cover the steamer tightly and set on high heat. Steam crabs for 20 minutes, starting when steam first escapes the pot. Then turn off the heat and let the pot stand, still covered, while steam subsides (about 3 minutes). Serve crabs hot.

*Reprinted from Crab Feast Mania: A Cookbook for Crab Lovers, by the Rotary Club of Annapolis, Md., USA. Recipe donated by Mimi Jones.*

### **Lincolnshire Sausage Festival**

The Lincolnshire sausage, a regional specialty characterized by coarse-ground pork seasoned with sage, salt, and pepper, takes center stage at this festival. In the last decade, the event has grown from a small farmers' market to a major celebration of local food held inside Lincoln Castle. Produce vendors from the countryside set up alongside butchers hawking secret-recipe sausages. Entertainment includes cooking demos by TV chef Rachel Green, a Lincolnshire native, and performances by a group of roving street musicians called the Cosmic Sausages. "Every year we've tried to do something a little bit better than the year before," says organizer Mark Brewer. "Keep moving forward; don't just stay with what you've got." A few years ago, the club persuaded the county council to waive the entry fee and moved the event from the castle square to inside the castle walls. Vendors have since tripled, and attendance has soared. More than 10,000 people now attend the festival, slated for 27 October this year.

Money raised in 2011: US\$3,100

Sausages consumed: About 6,500

Years running: 10

Charities include: Lincolnshire Air Ambulance, St Andrew's Children's Hospice

Sponsor: Rotary Club of Lincoln Colonia, England

Secret ingredient: Experienced partners. Lincoln Colonia club members work closely with food advocacy group Taste of Lincolnshire, the Lincoln Business Improvement Group, and the local government. "Get on board with organizations that know what they're doing," Brewer advises. "They have a structure in place and a way to pull on resources within the community."

Lincolnshire sausage paprika

1 pound Lincolnshire (or similar) sausages

1 tablespoon oil

1 onion, peeled and sliced

1 tablespoon paprika

1 14-ounce can chopped tomatoes

1 tablespoon tomato purée

6 ounces button mushrooms

1 cup stock

Freshly ground pepper

Fry the sausages until browned on all sides. Remove from the pan and set aside. Add the oil and onions to the pan and cook onions until browned. Add the paprika and cook for 1 more minute, then add the chopped tomatoes and tomato purée. Stir well, add the mushrooms and stock, and season with pepper. Bring the mixture to a boil. Reduce the heat and add the sausages to the pan. Cook for 10-15 more minutes.

Courtesy of Tastes of Lincolnshire, U.K.

### **Toronto Ribfest**

This four-day festival, held over Canada Day weekend in Centennial Park, draws pitmasters from across North America, with names like Hawgs Gone Wild BBQ and Bad Wolf BBQ. They compete on "Ribbers Row," where



Food, cont'd from page 9

visitors sample the selections at barbecue booths and vote for their favorites in several categories. Live bands, fireworks, a haunted house, and other family-oriented attractions help draw crowds. "In a city like Toronto, you're competing with so many events that you have to stand out," cochair Justin Di Ciano says. This year's festival will run from 29 June to 2 July.

Money raised in 2011: US\$230,000

Plates of barbecue consumed: 210,000

Years running: 12

Charities include: PolioPlus, Water and Sanitation Rotarian Action Group

Sponsor: Rotary Club of Etobicoke, Ont., Canada

Secret ingredient: Consultants. Aiming to reinvent the festival in 2011, the club brought in pros to outline a three-year growth strategy with a \$500,000 annual earnings goal. "Rotary is a volunteer organization, so putting on a rib fest of this size is a huge logistical challenge," Di Ciano says. "As business owners, we know a little, but we didn't want to learn lessons the hard way."

Larry Smith's barbecue rub

1 part brown sugar

1 part garlic powder

1 part kosher salt

1 part paprika

Sprinkling of poultry seasoning

Sprinkling of chili powder (adobo, arbol, or chipotle)

Rub on ribs and grill over a combination of hickory, almond, and maple woods.

Larry Smith, a member of the BBQ Nerds team, helped launch the Best Dam Barbecue Challenge. The competition is sponsored by the Rotary Club of Boulder City, Nev., USA, over Memorial Day weekend and offers a \$10,000 prize.

### **Audacious Beer and Cheese Celebration**

"Everybody likes beer. But what's going to draw people and keep them coming back is the experience," says Tony Griffin, chair of this weekend festival honoring two of Wisconsin's most popular exports. The event revolves around more than 100 international craft beers, and selections from a dozen artisan cheese makers. The evening before, intimate tastings pair brewers and cheese makers for guided degustation and discussion. Festival founder Mike Brown, a self-proclaimed craft beer "festvangelist," uses social media and beer-focused websites to promote the event. But he had little experience before he created its online presence, he says. "Just dive in and go for it. You can teach yourself."

Money raised in 2011: US\$13,000

Beer consumed: 300 gallons

Cheese consumed: 240 pounds

Years running: 6

Charities include: PolioPlus, Lake Country area food pantries

Sponsor: Rotary Club of Lake Country-Hartland, Wis., USA

Secret ingredient: Intense networking. Brown spends months before the festival ingratiating himself with cheese makers and brewers. "I've shown up to breweries with cheese in hand, and I've shown up to cheese places with beers in hand. You begin to forge relationships before asking if they'll participate."

### **Pancakes on the Plaza**

Every Fourth of July, Santa Fe Rotarians team up with the local newspaper to throw an all-day party on the

city's historic square. Five hours of pancake flipping – with the equivalent of 60 8-gallon buckets of batter, cooked over 30 griddles – kicks things off. The rest of the day is packed with music and entertainment, an arts and crafts show, a silent auction, and an antique car show. The event boasts more than 30 sponsors, who are motivated to sign on by the longstanding track record of high attendance, says event cochair Terry Williams-Keffer, known as Queen of the Pancakes.

Money raised in 2011: US\$50,000

Pancakes consumed: 20,000

Years running: 37

Charities include: St. Vincent Hospital Foundation, New Mexico Suicide Intervention Project

Sponsor: Rotary Club of Santa Fe, N.M., USA

Secret ingredient: Tradition. Held annually on Independence Day for decades, the event has retained its prominence on Santa Fe's social calendar, for both volunteers and visitors. But the club works to keep things fresh with menu options such as vegetarian sausage.