



The Rotary Club
of Ventura-East

The Breeze

Editor: Jeff Hata
Volume L, Number 8

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata
August 23, 2012

Programs

Program Chair: Rocky Ludes & Deborah Perkins

August 23, 2012

Fracking - Jeff Coyner

August 30, 2012

Club Member Interview

September 6, 2012

Legal Pitfalls That Can Decrease Your Bottom Line &
Increase Your Blood Pressure - Jonathan Light

Greeter

August 23 - Tom Swan

August 30 - Jeff Hata

September 6 - Alison Thompson

September 13 - Jim Word

September 20 - Deborah Roberts

September 27 - Jeff Hata

Fundraisers

Poinsettia Sales

Delivery Date

November 29, 2012

Rotary Bullseye Shooting Contest

TBA

Music Festival

TBA

Committee Debrief Meeting

August 28 @ 6:00 pm

FourBrix Winery

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

Avenues of Service Meetings

Club Service

Vocational Service Hishmeh Enterprises 1st Tues 5:30

Community Service

New Generations Hishmeh Enterprises 1st Tues 5:30

International Service

Standing Committee Meetings

Marketing GoToMeeting 3rd Tues 10:30

Membership GoToMeeting 4th Tues 10:30

Club Events

Important Dates

President Elect Retreat.....	Sep. 7 - 9
District Conference.....	Sep. 28 - 30
Basic PRLS.....	Nov. 3
Basic PRLS for Interactors.....	Nov. 10
Master PRLS3.....	Nov. 17
Poinsettia Delivery Day.....	Nov. 29
Master PRLS4.....	Dec. 8
Master PRLS1.....	Dec. 15
Master PRLS2.....	Jan. 19, 2013
STEPS Seminar.....	Jan. 26
Mld Terms.....	Feb. 2
Master PRLS5.....	Feb. 16
PETS.....	Feb. 22 - 25
Basic PRLS.....	Apr. 12
District Assembly.....	Apr. 13
RYLA.....	Apr. 18 - 21
District Awards Recognition Night.....	Jun. 2
Grants Seminar.....	Jun 8
RI Convention.....	Jun 22 - 26
D,G, Frank Ortiz Stepdown.....	Jun 29
Push-Em Pull-Em Parade.....	Jul 4

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Web Addresses

www.RotaryVenturaEast.org

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

Presidents Message ...



Jordan Eller
President 2012-2013

Fellow Rotarians:

Our biggest fundraiser of the year, The Rey Fresco Concert is officially behind us and it was a great success! It was a lot of hard work but looking back, we pulled it off and did an excellent execution the night of the event. A special thanks to Deborah Roberts and the rest of the committee that made this night possible!

It was a long weekend for sure because we also had the BBQ team out Friday night at Libbey Bowl for another concert being held that evening. Vance Simms organized a concert to benefit an orphanage in Haiti and the concert was well attended. Rotarians were busy and we had the best night in sales yet out for the new BBQ trailer at just over \$1600.00...that's a lot of sandwiches! The next night we were back at it again cooking for the Rey Fresco concert. Sales were good that evening and we also provided food to all of the musicians and volunteers.

It's so much work and time to put on one of these events. Countless hours were spent in committee meetings and putting together all of the different aspects that go into an event like this. Looking at other fundraisers we have put on, it really makes me appreciate the Annual Poinsettia Plant Sale because of the amount of return for our time. Judy Hoag always puts a lot of effort into this, but for the rest of the members it requires a little bit of sales in the preceding months to the event and the day of the delivery. We'll need to get those flyers out to the public soon so we can have another great year in sales.

Jan Lindsay has been very persistent in getting me to go Nicaragua this year and his efforts have finally worked! I booked a trip this morning to go and travel with the Jan and Pam to the different areas of Nicaragua to see our accomplishments and future plans. I'll be spending nearly a week there travelling around with a film crew who are filming the work that GoCare does for so many in Nicaragua. I'll have much to report when I return!

As always, make it a great week!

Jordan

2011 - 2012 Club Board of Directors

Jordan Eller	President
Nikki Sloan.....	President Elect
Tom Swan.....	Past President
Deborah Perkins.....	Secretary
Robert Lynn.....	Treasurer
Carol Marquez-Olson	Sergeant at Arms
John Masterson	Director 2010-2013
Arnulfo Carbajal.....	Director 2010-2013
Deborah Roberts	Director 2011-2014
Vance Thompson.....	Director 2011-2014
Ken Kagan.....	Director 2012-2015
Tim Hughes	Director 2012-2015

Avenues of Service Directors

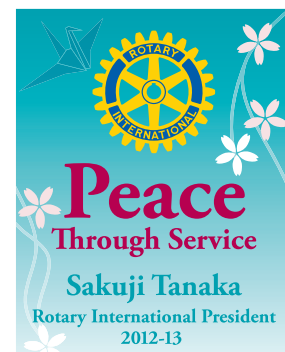
Nikki Sloan.....	Club Service
Husam Hishmeh	Vocational Service
Craig Miller	Community Service
Husam Hishmeh	New Generations
Judy Hoag	International Service
Mark Smith	Interact

Rotary International Officers

Paul P. Harris.....	Founder of Rotary
Kalyan Banerjee	President, Rotary International
Frank Ortiz.....	Governor, R.I. District 5240
Jack McClenahan.....	Governor Elect, R.I. District 5240
Loretta Butts	Governor Nominee District 5240
Dr. John Carroll (In Memoriam)	P.D.G. 1981-1982
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
Wade Nomura	P.D.G. 2011-2012

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?



Meeting August 16, 2012

Reported by Jeff Hata



One of our newest members Bruce McGee.

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

Jim Emch then led us in the salute to the Flag.

Jim Word introduced guests and visiting Rotarians.

Before introducing our guests, Jim announced he had an invitation to Casino Night at the Museum of Ventura County on August

25th at 8:00 pm.

Guest of Jordan Eller was Lawrence Neufeld, guest of Midge Stork was Peggy Dolan, guest of Craig Miller was Barry Rothstein, guest of Ken Kagan was Kim Gibson and guests of Jim Word was Gary Armor & Chris Bergstrom. Deborah Perkins introduced our speaker Katie Powers from the Channel Islands National Park.

Rich Stewart gave our Inspirational Message which led into John Borneman's song.

Jordan wished Bill Hicks a Happy Birthday in absentia!

Vance Thompson announced that our raffle prize was a \$50 American Express gift card.

Joe Strohman picked

Deborah Roberts

for the Vocational Minute. Deborah works for Telepacific Communications selling phone lines and works out of the Camarillo or Woodland Hills office. In her spare time, Deborah is a concert promoter!

Jeff Hata then introduced Pilar Gonzalez to the club and her host father Steve Warriner from Ventura Downtown. Pilar is an exchange student from from Spain who will be spending the year with us.

Jordan then inducted TWO new members into our club. Both are transferring Rotarians. Bob Noville is a civil engineer



Another of our newest members Bob Noville!

who has moved to Ventura to be closer to his children and is transferring from the Rotary Club of Santa Clarita. Bruce McGee is a Ventura resident and is transferring from the Rotary Club of Santa Paula. We will be publishing bio's for both of our members shortly!

Deborah Roberts told the club that we have done a terrific job marketing the concert! The band

was on the radio this morning! We had a front page article in the Ojai Valley News and we will be on the cover of the "Time Out" section of the Ventura County Star Friday! Thank you to Nikki Sloan for getting the publicity out there!

Tickets will be selling until midnight Friday morning and then will be available at the door Saturday.

Vance conducted the raffle and our lucky winner was Kim Gibson.

Deborah Perkins then introduced our speaker Katie Powers.

Katie Power from the Channel Islands National Park gave a presentation on Marine Protected Areas. Ms. Power is in her fourth year at California State Channel Islands as an environmental science major. She is currently interning at the Channel Islands National Park.

Approximately 50% of the Channel Islands National Park is underwater. It was established in 1980 and includes the following islands: San Miguel, Santa Rosa, Santa Cruz, Anacapa, and Santa Barbara.

The Park has two types of protected areas: the Marine Reserves and the Marine Conservation Area. All fishing and wildlife removal are prohibited in the Reserves while some fishing and wildlife removal are allowed in the Conservation Area.

Prior to protecting the marine areas, the marine ecosystems were getting out of balance. Certain marine populations were being dramatically reduced, other marine populations experienced growth, and non-native plants were being introduced. For example,



Welcome to our exchange student Pilar Gonzalez from Spain!!!

Meeting, cont'd from page 3

in 2009, commercial fishermen were removing large amounts of lobsters. The population of animals that the lobsters feed on then increased. This increased population then ate and killed the kelp forests. Once marine protections went into place, the lobster population returned to its normal level. In turn, the animals preyed on by the lobsters decreased in number and the kelp forests began to flourish again.

Recreational activities are still allowed in the marine protected areas. People can enjoy sailing, diving, whale watching, kayaking, hiking, and camping.

Thank you Katie for an informative presentation.
Deborah A. Perkins



Afternoon sound check & rehearsal.

Rotary Club of Ventura-East

Post Office Box 3012
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Clubs Nearby ...

Ventura-South	12:00 pm	Monday
		Wedgewood Banquet Center
Santa Paula	12:00 pm	Monday
		The Glen Tavern Inn
Ojai West	7:00 am	Tuesday
		Soule Park GC
Camarillo Breakfast	7:00 am	Tuesday
		Spanish Hills CC
Oxnard	12:10 pm	Tuesday
		Courtyard by Marriott
Fillmore Sunrisers	6:45 am	Wednesday
		Varies, go to their website
Ventura	12:00 pm	Wednesday
		The Derby Club
Camarillo	12:00 pm	Wednesday
		Camarillo Center for Spiritual Living
Oxnard Sunrise	7:30 am	Thursday
		Tomas Cafe
Fillmore	12:05 pm	Thursday
		The Fillmore & Western Train
Ojai	12:00 pm	Friday
		Soule Park GC



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Regional membership plans offer a new tool for attracting and retaining members

Arnold R. Grahl
 Rotary News -- 16 August 2012

When it comes to increasing membership, one size does not fit all, says Manoj Desai of the Membership Development and Retention Committee.

Understanding a region's unique needs, customs, and historic trends can greatly enhance the ability of district leaders to bring in new members and retain existing ones.

The RI Board of Directors recently approved the development of regional membership plans that take these differences into account. Most of these plans were approved by the Board in May. Some regions are still developing their plans and will submit them to the Board in November.

District Governors for 2011-12, 2012-13, and 2013-14 will receive their region's plan or be told the status of their region's plan by the beginning of their term.


By using these plans as a starting point in drafting membership and retention goals, along with an action plan to meet those goals, leaders will be better able to help RI meet the membership goal recently set by the Board: 1.3 million Rotarians by 30 June 2015.

"Members are the lifeline of Rotary International," says Desai. "The chief benefit of these regional membership plans is to make Rotary vibrant, have positive membership growth, and be the number one volunteer organization in future years."

The plans were created by a committee of Rotary leaders in each region, headed by the Rotary Director. Each region's strengths and weaknesses,



Regional membership plans offer recommendations for each region, based on its strengths and historical trends. One of the recommendations in several of the plans is to reach out to Rotary Foundation and program alumni. Rotary Images



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 President of Rotary Club of Ventura

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Weekly Raffle

Our raffle prize today as a \$50 American Express gift card generously donated by Midge Stork.

We raised \$115 today bringing our total for the year to \$425. Remember, all donations to the raffle go to our college scholarships!

Our lucky winner was Kim Gibson!
 Congratulations to Kim and thank you to Midge Stork!



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
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Membership, cont'd from page 5

opportunities and challenges, were taken into account in setting targets. Many of the plans included recommendations.

For example, India's regional plan encourages all club membership chairs to attend membership development seminars that will be created by Rotary coordinators and district leaders. The plan sets a goal of 10 percent membership growth each year through 2015.

"In India, Rotary leadership has challenged all the district leaders and they have accepted the challenge," says Desai.

Other recommendations from the plans:

In the United Kingdom, Rotarians are developing a national publicity campaign to counter the public's lack of knowledge of what Rotary does. The plan also encourages increased use of social media to attract and retain members, as well as the selection of publicity photos of Rotarians actively serving, to counter the image of Rotary as elitist and stuffy.


In North America, the plan recommends focusing on retention rates and addressing the reasons members are leaving. The plan suggests treating members as Rotary's "customers" and identifying, defining, and promoting Rotary's value to members.

India's plan recommends leaders make use of Rotary's good public image in that country. Other strengths include a pool of young entrepreneurs with leadership aspirations and a growing economy.

In Europe, strategies include conducting more informal club meetings, allowing more flexibility in attendance by measuring the frequency of involvement in service activities rather than meeting attendance, and staying in contact with alumni and inviting them to meetings.



Rey Fresco on stage with the Ojai Youth Symphony!




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100% Paul Harris Fellow Club**

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Chartered May 23, 1963

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Anderson, David	Architecture	Miller, Craig	Disaster Recovery
Beckwith, Robert E.	Office Equipment	Murillo, Cecilio	Non-Profit
Borneman, John	Songleading	Norman, Richard M.	Trial Law
Brinkman, Danielle	Accountant	Norstedt, Chris	Honorary Member
Canton, Rafael, M.D.	Psychiatry	Pazen, Robert L., O.D. ..	Optometry
Carbajal, Arnulfo	Environmental Health	Pazen, Wendy	Office Management
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
Dangleman, Katrina	Financial Advisor	Potts, Cari Ann	Attorney
Doyle, Michael	Real Estate Management	Roberts, Deborah	Communications
Eller, Jordan	Banking, Mortgage Lending	Rook, Mark	Funeral Director
Emch, James H., C.P.A.	General Accounting	Shilton, Thomas E	Pharmacy
Gallagher, Devere L. (Pete)	Automobile Servicing	Sloan, Nicolette	Banking, Business Loans
Gallagher, Richard	Stock & Bond Sales	Smith, Mark Corbin	Religion, Protestant
Gibson, Chad, D.D.S.	Dentistry	Spellman, William J., D.D.S.	Prosthetic Dentistry
Gill, Floyd	Banking, Management	Stewart, Richard E.	Banking, Real Estate Loans
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Gray, Bill	Property Management	Strohman, Joseph, Jr.	Business Law
Hashbarger, Tom	Health Services	Swan, Thomas	Investment Advisor
Hata, Jeff	Printing	Thompson, Allison	CPA
Hertel, Ronald	Real Estate Land Development	Thompson, Vance, CLU, ChFC	Insurance, Financial Planning
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Jimenez, Richard	Honorary Member	Yuncker, Chuck	Honorary Member
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Ludes, Rocky	CPA Tax		
Lynn, Robert	Jewelry		
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Masterson, John A.	Foreign Automobiles, Retail		

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