



The Rotary Club  
of Ventura-East

# The Breeze

Editor: Jeff Hata  
Volume L, Number 10

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata  
September 6, 2012

## Programs

Program Chair: Rocky Ludes & Deborah Perkins

### September 6, 2012

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

### September 13, 2012

TBA

### September 20, 2012

TBA

## Greeter

**September 6** - Alison Thompson

**September 13** - Jim Word

**September 20** - Deborah Roberts

**September 27** - Jeff Hata

**October 4** - Carol Marquez-Olson

**October 11** - Alison Thompson

## Fundraisers

### Poinsettia Sales

Delivery Date

November 29, 2012

### Rotary Bullseye Shooting Contest

TBA

### Music Festival

TBA

Upcoming: Committee Formation Meeting

for information on fundraisers go to:  
[www.RotaryVenturaEast.org](http://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

## Table of Contents

Programs / Greeters / Fundraisers / Recognition / Club Events .	1
President's Message .....	2
Meeting Notes .....	3
Rotarians honored for promoting literacy.....	4
Clubs Nearby.....	4
Weekly Raffle.....	5
Man of letters.....	6s
Membership List.....	7

## 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 ...



**Jordan Eller**  
President 2012-2013

President Jordan was traveling in Nicaragua this week.

### 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

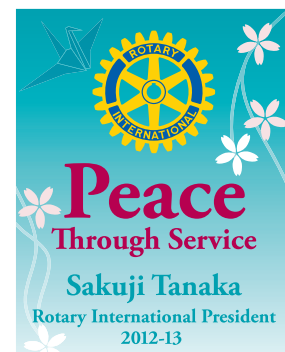
Nikki Sloan.....	Club Service
Husam Hishmeh.....	Vocational Service
Craig Miller.....	Community Service
Husam Hishmeh.....	New Generations
Judy Hoag.....	International Service
Mark Smith.....	Interact

### 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 30, 2012

*Reported by Jeff Hata*



*Past President John Masterson stood in for Jordan this week.*

Past President John Masterson invited everyone to lunch, guests and visiting Rotarians first!

Past President John asked all the ladies in the room to please stand. President John then said that when he was president women were not allowed in Rotary. If we look around the room the people who are standing are the true movers and shakers in our club!

Past President John then asked Sam Marsh to please led us in in the salute to the Flag.

Bob Pazen introduced guests and visiting Rotarians.

Visiting Rotarian from Ventura Downtown was Past President Tom "Hutch" Hutchinson.

Nikki Sloan announced to the club that she has been selected to participate in the "Women in Leadership" program through Wells Fargo, there are only 10 participants in the entire company. As a result of this, Nikki will not be able to give full attention to Rotary as she wants too. As a result of this, Nikki is stepping down as President Elect and will be resigning from Rotary, for the time being. Nikki expressed what an important part of her life Rotary is and how, once her schedule settles down some, she will return. It was announced that Tim Hughes has been selected and accepted the position of President Elect for Nikki's term.



*Sam Marsh led us in the Flag Salute.*

John Borneman then led us in a song.

Past President John asked everyone to please make sure they had a piece of Danielle Brinkman's birthday cake! We don't want it to go to waste.

Judy Hoag announced that Poinsettia's are for sale. Please get out early and ask for orders!

Vance Thompson announced that our raffle prize was

\$50 cash donated by Bob Lynn. Vance then conducted the drawing and the lucky winner was our new member Bob Noville!

Deborah Roberts reported on the concert debrief meeting. Overall, we did really well and will plan on doing the concert again in May.

We learned a lot on what it takes to put on an event like this and even managed to make a few

dollars. We are still tallying everything up and will report the final results as soon as we have them.

Presidents Announcements:

September 22 - 23 the BBQ team will be cooking at the Oktoberfest for the Rotary Club of Conejo at Camarillo Airport.

Wendy Pazen reminded everyone that the Piggy BBQ will be October 21 from 10 - 5 at Arroyo Verde Park.

Happy \$'s: Nikki Sloan, Tom Hashbarger, Rocky Ludes, Bill Spellman & Pete Gallagher.

We will have our speaker notes next week.



*Bob Pazen introduced our guests & visiting Rotarians.*



# Rotarians honored for promoting literacy

By Daniela Garcia  
 Rotary News -- 4 September 2012

Two Rotary clubs are being honored 7 September at an International Literacy Day celebration in Washington, D.C., as the winners of the RI-International Reading Association-Pearson Foundation Literacy Project Awards.

A panel of Rotarians and International Reading Association (IRA) members gave the award to the Rotary Clubs of Rockford, Michigan, USA, and Salem, Oregon, USA, for demonstrating outstanding collaboration with local reading councils in their communities. Each club will receive US\$2,500 for literacy projects.



The Rotary Club of Rockford, Michigan, USA, will be recognized for Reading Rocks, an annual festival that promotes reading. Photo by Susan Bodenner/Rotary Club of Rockford

“Teaching all children to read requires not only teachers who know how to reach every child but communities that value and support literacy,” says Richard Long, director of government relations for the International Reading Association. “These two projects highlight the notion that it is a partnership that teaches reading: the community to provide the tools and to say it is important and the teacher to bring it all together for each learner.”

The IRA is a professional membership organization dedicated to promoting high levels of literacy by improving the quality of reading instruction, disseminating research findings and information about reading, and encouraging a lifetime of reading. The IRA network comprises 70,000 members and more than 300,000 affiliate members in nearly 100 countries, including councils and affiliates at the local, state, regional, or national level.

Literacy, cont'd on page 5

**Rotary Club of Ventura-East**  
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 info@RotaryVenturaEast.org

## 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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**Jeff Hata**

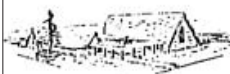
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Literacy, cont'd from page 4

Since 2002, Rotary and the IRA have combined their resources and skills as service partners to advance literacy in communities worldwide. Rotary clubs and districts are encouraged to share resources and information with IRA councils and affiliates to develop cooperative literacy projects.

The Rockford club won its award for Reading Rocks, an annual reading festival that takes place in August. The club partners with the local reading council, school district, and library district for the daylong event, which includes live entertainment, a parade, and family activities that promote the importance of literacy.

Neil Blakeslee, 1988-89 president of the Rockford club, says that his community sees reading not only as a fundamental skill but as a way to enhance every aspect of an individual's life.

"Receiving recognition for a necessary job well done gives us all a great sense of accomplishment and validation of our efforts," Blakeslee says. "Winning awards is not as important as the achievement, but awards do provide encouragement for continued efforts."


**Making books for children**

The Salem club was chosen in recognition of a bookmaking project for schoolchildren in Santa Avelina, Guatemala. With the help of the Vineyard Valleys Reading Council, volunteers from both organizations put together children's books for The William M. Botnan Experimental School, where all 130 elementary students speak Cozal Ixil, a Mayan language. The project is an effort to preserve culture through the indigenous language, which is not recognized or taught in public schools.

Jayne Downing, a member of the Salem club, says the club's Youth Literacy Committee selects projects they believe will have the greatest impact for at-risk children, whether in their local community or around the world.

"We were honored to be connected with the Guatemalan project for many reasons, including the ability to make even a small difference in reducing barriers and increasing access through such literacy projects," Downing says. "The recognition brought by this award will allow greater visibility to the project and the needs of this community."

The United Nation's International Literacy Day 8 September focuses attention on worldwide literacy needs.



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 President of Reading Instruction Institute

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**Weekly Raffle**

Our raffle prize today was \$50 cash generously donated by Bob Lynn.

We raised \$70 today bringing our total for the year to \$615. Remember, all donations to the raffle go to our college scholarships!

Our lucky winner was Bob Noville!

Congratulations to Bob and thank you to Bob Lynn!




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
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# Man of letters

by Diana Schoberg

The Rotarian -- September 2012

Fifteen years ago, Ahmes Ghabrial traveled to Bangkok to receive training in the concentrated language encounter method, an immersion approach to literacy education that inspired the first large-scale Rotary literacy project, carried out in Thailand in 1987-92.

For practice, Ghabrial taught some local children Arabic, and within one day, they were speaking and reading two dozen words.


“A deputy minister of education came to me and asked if I could teach Arabic there,” he recalls. “I said, ‘What? I’m training so I can go teach the people in my country.’”



Ahmes Ghabrial, a member of the Rotary Club of Heliopolis, Egypt

Since he introduced the method in his homeland, it has helped thousands of Egyptians learn to read and write. Now more than 70 Rotary clubs work with the Egyptian government to provide literacy and vocational education to about 1,000 people a year. After completing the classes, participants – the majority of them women – receive official certificates from the government to show future employers.

Ghabrial, a Rotary Foundation Major Donor and a physician, is also chair of the Egypt PolioPlus Committee. “In Egypt, if you go to the countryside, you find people who are really in need,” he says. “They don’t have a smile on their faces. When you do something for them and they smile at you, that matters more than anything.”




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District 5240

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	Noville, Robert.....	Civil Engineering (Retired)
Carbajal, Arnulfo .....	Environmental Health	Pazen, Robert L., O.D.....	Optometry
Clune, Harriet .....	Real Estate Management	Pazen, Wendy .....	Office Management
Corliss, Andrew.....	Broadcasting	Perkins, Deborah.....	Family Law
Crozier, Thomas H.....	Real Estate Development	Polito, Ron .....	Commercial Real Estate
Doyle, Michael.....	Real Estate Management	Ponce De Leon, Augie.....	Honorary Member
Eller, Jordan.....	Banking, Mortgage Lending	Potts, Cari Ann.....	Attorney
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Gallagher, Devere L. (Pete).....	Automobile Servicing	Rook, Mark .....	Funeral Director
Gallagher, Richard.....	Stock & Bond Sales	Shilton, Thomas E.....	Pharmacy
Gibson, Chad, D.D.S.....	Dentistry	Sloan, Nicolette .....	Banking, Business Loans
Gill, Floyd.....	Banking, Management	Smith, Mark Corbin.....	Religion, Protestant
Gonzalez, Jesse .....	Automotive, Repair & Sales	Spellman, William J., D.D.S.....	Prosthetic Dentistry
Gray, Bill .....	Property Management	Stewart, Richard E.....	Banking, Real Estate Loans
Hashbarger, Tom .....	Health Services	Stork, Midge, CFP, CSPG .....	Financial Planning, Investments
Hata, Jeff .....	Printing	Strohman, Joseph, Jr.....	Business Law
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Hishmeh, Husam .....	Restaurateur, Franchisee	Thompson, Vance, CLU, ChFC.....	Insurance, Financial Planning
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Ludes, Rocky.....	CPA Tax		
Lynn, Robert .....	Jewelry		
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Marsh, Sam .....	Secondary Education		
Masterson, John A.....	Foreign Automobiles, Retail		
McBreen, Terry .....	Real Estate, Investments		