Editor: Jeff Hata Volume L, Number 15

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata October 11, 2012

Programs

Program Chair: Deborah Perkins

October 11, 2012
Club Member Intervierw
October 18, 2012
Incoming Sri Lanka GSE Team

October 25, 2012
Nicaragua - Jan Lindsay / Jordan Eller
November 1, 2012
TBA

Greeter

October 11 - Alison Thompson October 18 - Tom Swan October 25 - Jeff Hata

Fundraisers

Poinsettia Sales Delivery Date November 29, 2012

Rotary Bullseye Shooting Contest TBA

Music Festival May 10 & 11, 2013

Next Meeting: October 16, 2012 5:30 pm GoCare Conference Room

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

Avenues of Service Meetings

Club Events

Important Dates

Piggy BBQ	Oct. 21
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
MId Terms	Feb. 2
Master PRLS5	
PETS	Feb. 22 - 25
Basic PRLS	Apr. 12
District Assembly	Apr. 13
RYLA	
District Awards Recognition Night	Jun. 2
Grants Seminar	Jun 8
RI Convention	
D,G, Frank Ortiz Stepdown	Jun 29
Push-Em Pull-Em Parade	Jul 4

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

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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:

The BBQ team was hard at work again last Saturday at the Moorpark Beer Festival. This was the 3rd annual event and they were sold out! More than 2500 people were there in attendance and it was completely packed and we were having a great time at the event. If you weren't there you missed a great event and a lot of hard work. It was a true testimony of how Rotarians can come together for

a project and work together.

The initial setup began shortly after 3:00. It was quite a production because there was another event on High Street that had just finished so one event was literally leaving High Street and another one was coming in from the other direction to setup. We finally got our BBQ in place and got to work. We had planned to sell 1100 sandwiches that night based on last year's event which required a lot of planning. Ken Kagan was in charge of the bread, Bruce McGee pre-ordered the food and Tom Swan delivered equipment from the storage unit and helped with the shopping.

An event like this requires a lot of people helping out and I was so proud of our Club for coming out in force! We must have had fifteen volunteers there that night with many working from beginning to end. We had over \$4100 in food sales and after expenses our net profit was about \$2500 which is great for a one day event which required little preparation. Clean up the next was another story though as the BBQ trailer was a disaster! Special thanks to Tom Swan and Bruce McGee for coming to my house Sunday morning and cleaning out the trailer!

On Thursday the 18th we will be hosting the GSE Team from Sri Lanka. I had an opportunity to meet them at the District Conference and they are an impressive group of individuals. They will be the program on Thursday's meeting followed by some vocational meetings and a social at the Watermark Thursday evening at 6:00. Come on down and join us and meet this great group of people from Sri Lanka.

As always, make it a great week!

Jordan

2011 - 2012 Club Board of Directors

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Past President
Secretary
Treasurer
Sergeant at Arms
Director 2010-2013
Director 2010-2013
Director 2011-2014
Director 2011-2014
Director 2012-2015
Director 2012-2015

Avenues of Service Directors

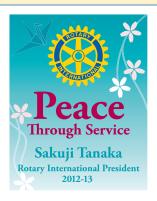
Tim Hughes	Club Service
Husam Hishmeh	Vocational Service
Craig Miller	Community Service
Husam Hishmeh	New Generations
Judy Hoag	International Service
Mark Smith	Interact

Rotary International Officers

Paul P. Harris	Founder of Rotary
	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 Mer	moriam) 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
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 October 4, 2012

Reported by Jeff Hata



Bruce McGee gave our Vocational Moment.

President Jordan evervone invited lunch, guests and visiting Rotarians first!

President Jordan then asked Jan Lindsay to please lead us in in the salute to the Flag.

Carol Marquez-Olson introduced guests and visiting Rotarians. Guest of the club was Laura Shannon. Visiting Rotarian from Ventura Downtown was Hutch. Guest of Midge Stork was

LaCatch Adamasou. Deborah Perkins introduced our speaker and his guests, Lisa Daniacous, Terry LaMon and our speaker Dana LaMon.

John Borneman led us in a song.

Midge Stork asked LaCatch to give our Inspirational Message. LaCatch immigrated to the US from Ethiopia and

spoke with much passion about what being in America means to her!

President's Announcements:

President Jordan announced the sad news that Peggy Andrews, wife of former member LeRov Andrews, passed has away.

Birthday's this week were Bob Noville and Jordan Eller. Past P.D.G. Jan Lindsay led us in the Salute President Joe Strohman graciously agreed to lead



to the Flag!

next weeks meeting while Jordan is off celebrating!

There are sign up sheets being passed around for future raffle prize donor's and to work the Moorpark Beerfestival!

Vance Thompson announced that our raffle prize was \$50 cash courtesy of Rafael Canton.

Rich Stewart invited Bruce McGee to come forward for a Vocational Minute. Bruce is originally from Australia, Tasmania to be specific. Bruce left Tasmania when he was three and moved to Melbourne. Bruce received his college degree in Melbourne and taught high school there for six years.

Bruce met and married his wife, who was from Santa Barbara, in Melbourne and moved to the US in 1982.

Bruce ended up in the restaurant business here. Bruce currently works for Cargill and US Food Service is his major customer. Bruce's position customer relations manager, almost sounds like he's a bank teller! To give us an idea of the size of customers Bruce deals



Carol Marguez-Olson introduced our guests & won our weekly drawing.

with Bruce told us he filled an order for 24,000,000 pounds of ground beef last week! That equals 600 container truck loads of beef or 6.3 miles.

Bruce has been married for 32 years on December 19th or 28th depending on if you are in Australia or the US. Bruce has a son who is a development lobbyist and a daughter living in Boston who's husband is an attorney working on the Romney campaign.

Rich Stewart presented President Jordan with a flag from a club in Korea which Harriet received at dinner while at the District Conference.

Tim Hughes reminded everyone about the Poinsettia Plant

Vance Thompson conducted the raffle and our lucky winner was Carol Marquez-Olson.

Happy \$'s: Tim Hughes.

Deborah Perkins then introduced our speaker Dana LaMon.

Dana LaMon is a professional speaker who has been motivating and inspiring audiences around the world for over twenty years. He is a graduate of Yale University and USC Law School. Mr. LaMon is a retired administrative law judge who has authored four books. In addition, he was Toastmasters International's 1992 World Champion of Public Speaking. LaMon's presentation to our Club was titled "Making the Moment Meaningful."

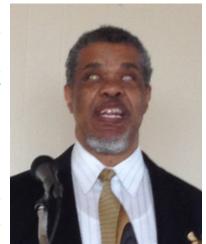
When Mr. LaMon was only four years old, he fell backward while running. As a result, he lost most of his eyesight. His eyesight continued to decline until he became completely blind at age 24.

Meeting, cont'd on page 4

Growing up with 11 brothers and sisters, Mr. LaMon often heard them say, "You can't do that, you're blind." However, Mr. LaMon never let this stop him. As you can see from his accomplishments, he never took the "Why Me?" attitude. Instead, he embraced life fully.

Mr. LaMon has four pillars to determine meaningfulness. Those are: Growth, Connection, Purpose, and Self Definition.

As children, our growth is continually monitored by our parents, teachers, and others. Then, after college, many people get stuck in the daily routine of going to work, coming home, watching television, and doing it all over again the next day.



Dana LaMon spoke about Making the Moment Meaningful.

These people stop growing and start dying. We can avoid this by welcoming change, experiencing new things, continually learning, and letting go of the past.

There are seven billion people in the world. How many do you know? One of the most valuable things in life is forming relationships with others or connection. Find common interests with others, develop mutually beneficial relationships, and deal with each other fairly and equitably.

All people and things have a purpose. The purpose of an apple trees is to produce apples. Everything it does is toward that purpose, it has no choice. People are slightly different in that we have the ability to choose whether or not to pursue our purpose. Find your unique purpose by looking at your talents and skills. Pursue your purpose by being your own person. Maintain the balance by serving and giving to others. Don't let people and things distract you from your purpose.

Everything that you do defines who you are. Define yourself on purpose. For example, Mr. LaMon has identified three concepts that define him. 1) He is a person that says yes to all possibilities. 2) He has gratitude for what he has and for what he has done. 3) He always performs to the best of his ability. Define yourself instead of letting others define who you are.

You may learn more about Dana LaMon and the books he has published at his website danalamon.com. Thank you Mr. LaMon for inspiring us!

Deborah A. Perkins

Wendy Pazen Office Manager

Dr. Robert L. Pazen Optometry 801 South Victoria Avenue Ventura, CA 93003 805/650-2020 Fax: 805/650-2024



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Rotary Club of Ventura-East Post Office Box 3012 Ventura, California 93006 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 12:00 pm Friday Soule Park GC





Successful projects start with the right questions

by Frank Bures The Rotarian -- October 2012

There are many slums around Nairobi. The people living in them don't have access to many of the things we have. It would be nice to help them.

That was the thought behind a project carried out by one U.S. Rotary club from a "very friendly district," according to Geeta Manek, governor of District 9200, which includes Kenya. Some members of the club had volunteered at a community center in the Mukuru slums. They found that the slums had no toilets or showers, and they wanted to fix that. So they made a grant of \$2,000 available to build two of each.

Some time later, one of the club members traveled to Kenya and

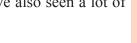
The key to successful projects, whether they address water and sanitation such as the one above, or one of the other areas of focus, is to get community input and ask the local community what they need.

decided to check on the project. The toilets and showers had no handles, and they were sitting unused. Manek got an exasperated call and was asked to go check it out.

"The knobs were not on because there was no money for connecting the water from the main line," Manek says, "and there was no place to get rid of the used water. The knobs would have been stolen. So we had to come up with extra money to supply water and to put a caretaker there. The problem was that a feasibility study was not done. Nobody had gone and checked out. What are we going to do before and after the project?"

This is not an uncommon phenomenon, says Ted Rose, a California native who has lived in Colima, Mexico, for 28 years. A member of the Rotary Club of Colima, he frequently speaks to clubs and districts about how to avert such problems. "I've been a Rotary volunteer around the world and helped a lot of clubs be successful with grants. In the process, I've made every possible mistake a guy can make. I've also seen a lot of other people's mistakes."

Why projects fail



Projects, cont'd on page 6



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Weekly Raffle

Our raffle prize today was \$50 cash generously donated by Rafael Canton.

We raised \$100 today bringing our total for the year to \$1,056. Remember, all donations to the raffle go to our college scholarships!

Our lucky winner was Carol Marquez-Olson!

Congratulations to Carol and thank you to Rafael Canton.

Projects, cont'd from page 5

As an example, he cites a young woman, the daughter of a California Rotarian, who had volunteered at an orphanage in Guatemala. After she came home, her father's club decided to build the orphanage a carpentry workshop, so the children could learn a valuable trade. A good idea – in theory. But after four years (and thousands of dollars), some of the Rotarians went to see the project and found that the tools had been stolen and the shop was standing empty. The children at the orphanage could not remember it ever having been used.

What went wrong? Something simple: No one had asked the orphanage if it needed, or wanted, a carpentry shop. Rose says this lack of support from recipients is one of the main reasons projects fail. If it wasn't their idea, or their money, why should they care?

The realization that these conversations must happen may seem straightforward, but it has been long in coming. It is also part of a larger trend in thinking about how assistance and aid are distributed around the world. The last few years have seen a debate over whether aid itself is even a good idea. Economists Dambisa Moyo, author of Dead Aid: Why Aid Is Not Working and How There Is a Better Way for Africa, and William Easterly, author of The White Man's Burden: Why the West's Efforts to Aid the Rest Have Done So Much Ill and So Little Good, say that the trillion or so dollars poured into Africa since 1960 have not been effective. Each year, the continent loses about \$148 billion (about 25 percent of the GDP of African states) to corruption, yet some African countries get more than half their budgets from aid. To what end?

There is a big difference between that large-scale aid and the smaller grants and projects of individual Rotary clubs. But the change in thinking is relevant to both. In the past, people thought poverty was a simple lack of money or things. Fixing poverty meant adding money and things. But it's not that easy.

Ask, investigate, repeat

Economists such as Harvard's Michael Kremer are calling for "smart aid," which targets specific issues and rigorously measures results. Other people, such as Emeka Okafor, a New York City-based entrepreneur and director of TED-Africa, have pushed for aid that bypasses government coffers and instead invests in civil society and social institutions.

The terminology these days is more about investment, trade, growth, results, and accountability than it used to be. Even Bono and Bob Geldof have started investment funds. The "appropriate technology" movement, which once held that supplying people with the right machines was all that was needed for development, has given way to a market-driven approach

Project, cont'd on page 8



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Palm Springs Condo = Sun, Golf, Restaurants and Gambling

Bob and Wendy Pazen are selling a ¼ ownership interest (not a time share) in a 2 bedroom, 2 bath 1,200 (approx sq ft) condo located in Canyon Sands Condos at the intersection of Gene Autry Trails and Hwy 111. The other partners are Ventura county residents. A ¼ ownership share allows 1 week per month, generally from Thursday to the following Wednesday. The condo is fully furnished and maid service is included – no clean up when you leave.

For more information, please contact Bob or Wendy at 805-650-2025 or email at wendypazen@hotmail.com.

Rotary Club of Ventura-East, Membership List 100% Paul Harris Fellow Club

Diotriot of 10	
Anderson, David	Architecture
Beckwith, Robert E	
Borneman, John	
Brinkman, Danielle	Accountant
Canton, Rafael, M.D.	
Clune, Harriet	
Corliss, Andrew	Broadcasting
Crozier, Thomas H	Real Estate Development
Eller, Jordan	Banking, Mortgage Lending
Emch, James H., C.P.A.	General Accounting
Gallagher, Devere L. (Pete)	Automobile Servicing
Gallagher, Richard	Stock & Bond Sales
Gonzalez, Jesse	
Gray, Bill	Property Management
Hashbarger, Tom	Health Services
Hata, Jeff	
Hertel, Ronald	Real Estate Land Development
Hicks, William	
Hishmeh, Husam	Restaurateur, Franchisee
Hoag, Judith	
Hoag, Will	Honorary Member
Hughes, Tim	Real Estate
Jimenez, Richard	
Jonas, Alwick	Storage
Kagan, Kenneth	
Lindsay, Jan Corwin, C.P.A	Small Business Accounting
Ludes, Rocky	CPA Tax
Lynn, Robert	Jewelry
Marquez-Olson, Carol	Travel Agency
Marsh, Sam	Secondary Education
Masterson, John A	Foreign Automobiles, Retail
McGee, Bruce	Food Sales
Norman, Richard M	Trial Law
Norstedt, Chris	
Noville, Robert	
Pazen, Robert L., O.D.	
Pazen, Wendy	Office Management

	, ,
Perkins, Deborah	Family Law
Polito, Ron	Commercial Real Estate
Ponce De Leon, Augie	Honorary Member
Potts, Cari Ann	Attorney
Roberts, Deborah	Communications
Shilton, Thomas E	Pharmacy
Smith, Mark Corbin	Religion, Protestant
Spellman, William J., D.D.S	Prosthetic Dentistry
Stewart, Richard E	Banking, Real Estate Loans
Stork, Midge, CFP, CSPG	Financial Planning, Investments
Strohman, Joseph, Jr	Business Law
Swan, Thomas	Investment Advisor
Thompson, Alison	
Thompson, Vance, CLU, ChFC	Insurance, Financial Planning
Turner, Donna	Honorary Member
Waddell, Sandy	Contractor-Portable Buildings
Widders, Monte L	General Law
Whitman, Diana	Honorary Member
Word, Jim	Department Store
Yuncker, Chuck	Honorary Member

Project, cont'd from page 6

Change is happening on both ends. District 9200 is a Future Vision pilot district. Kaushik Manek, Geeta Manek's husband and a past governor of the same district, says that all projects now must include a feasibility study, and will be examined by auditing and monitoring teams. "We want sustainable projects, not handouts," he says. "We want projects that last five to seven years."

Qualities of a successful project

A little further south, in Arusha, Tanzania, another past district governor, Amir Somji, noted that because Arusha is a tourist city, Rotarians there see a lot of dubious project proposals.

"People come here to travel, and they see poverty," Somji says. "Fair enough. But it is a bad project when they say, 'Please help this village there.' Then it is not our choice. It's the choice of people from outside. You don't want the project to be thrust upon you. You want a project that you are also passionate about."

Rose lists several qualities that help projects succeed: Training and education, because if people don't understand the project, it's much more likely to fail. Maintenance. And local knowledge, whether that means working with an area Rotary club or another organization with a long track record there. "That way if any bad stuff was going to show up, it would have already shown up," he says. "One of the projects I work on in Mexico has been there for 27 years." Rotary International conventions and project fairs are good places to find host partners.

But the most important aspects are the ownership, the partnership, and the communication. To achieve those, approach with more questions than answers. Ask the people what their community needs. Then ask what they think is the best way to meet that need. And then ask if that's what the project will accomplish. Beginning with that attitude is the best way to ensure the effort will serve the greatest number of people for as long as possible.



Announcement

The following has been proposed as new member of the Ventura-East Rotary Club:

Name: Laura Shannon

Classification: Wholesale Pet Supply Distributor

Proposer: Ken Kagan

Any objections to this person becoming a member of our club should be brought to the attention of the President, President-Elect or any Director within ten (10) days of this publication.

Publication Date: October 4, 2012