



The Rotary Club
of Ventura-East

The Breeze

Editor: Jeff Hata
Volume L, Number 19

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata
November 8, 2012

Programs

Program Chair: Deborah Perkins

November 8, 2012

TMJ Concepts

November 15, 2012

Club Member Interview

November 22, 2012

Dark - Happy Thanksgiving

November 29, 2012

Poinsettia Delivery Day

Greeter

November 8 - Carol Marquez-Olson

November 15 - Alison Thompson

November 22 - Dark

November 29 - Jeff Hata

Fundraisers

Poinsettia Sales

Delivery Date

November 29, 2012

Rotary Bullseye Shooting Contest

TBA

Music Festival

May 10 & 11, 2013

Next Meeting: November 12, 2012

5:30 pm

GoCare Conference Room

for information on fundraisers go to:

www.RotaryVenturaEast.org

Avenues of Service Meetings

Club Service	Mimi's	4th Wed	5:30
Vocational Service	Hishmeh Enterprises	1st Tues	5:30
Community Service	Mimi's	4th Wed	5:30
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

Basic PRLS for Interactors	Nov. 10
Master PRLS3	Nov. 17
Poinsettia Delivery Day	Nov. 29
Master PRLS4	Dec. 8
Master PRLS1	Dec. 15
Club Christmas Party.....	Dec. 15
Master PRLS2	Jan. 19, 2013
STEPS Seminar	Jan. 26
Mid 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
President Tim's First Meeting	Jul 11

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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:

It's Tuesday evening, the eve of the 2012 Presidential Election, and I am watching the votes for the national race come in online as they are updated every three minutes. Mitt Romney is currently ahead but it's going to be a long night and a very close election. I think one thing will be clear: People on both sides were very active about their political beliefs and I believe that voter participation will be hitting record levels. I'd like to keep the activism moving forward after the election and ask fellow Rotarians to be more active in our Club because we, just like voters, have the ability to make change.

This call for increased participation from our Club members is not new. As I prepare the agenda for tomorrow's Board of Director's meeting, I think to myself how wonderful it would be if others in the Club, not just Board members were present to discuss some of the issues and decisions we make every month. Board meetings are always open to general membership and I really would like to see more members join us. Meetings are held the first Wednesday of every month, 5:30 PM at my office located at 4253 Transport Street in Ventura and usually last no longer than one hour.

There are many other ways to increase participation in our Club activities. One example is in the Avenues of Service: In the past, when a new Rotarian was brought into the Club, they were asked to join one of the Avenues of Service and attend monthly committee meetings. We've gotten away from that over the years but it's vital that our Avenues are supported and active because they are our avenues into the community. We currently have an opening for someone to chair the New Generations / Vocational Avenue if anyone is interested.

Another way to get more involved with our Club is to participate in our fundraising activities. We are planning on putting together another music event in Ojai next year and the planning committee has already begun meeting. There are also many opportunities to help out with the BBQ team throughout the year. For those that are already very active, thank you for what you do and your support!

Here's a fitting joke for the eve of the elections:

A driver is stuck in a traffic jam on the highway outside Washington DC.

Nothing is moving. Suddenly, a man knocks on the car window.

The driver rolls down the window and asks, "What's going on?"

"Terrorists have kidnapped the members of Congress and they're asking for a \$100 million ransom! Otherwise, they are going to douse them all in gasoline and set them on fire. We are going from car to car collecting donations."

"How much is everyone giving, on average?" the driver asks.

"Roughly a gallon."

As always, make it a great week!

Jordan

2011 - 2012 Club Board of Directors

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

Avenues of Service Directors

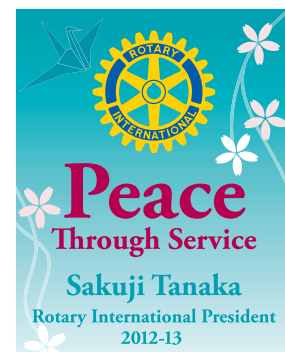
Tim Hughes	Club Service
Husam Hishmeh	Vocational Service
Craig Miller	Community Service
Husam Hishmeh	New Generations
Judy Hoag	International Service
Mark Smith	Interact

Rotary International Officers

Paul P. Harris	Founder of Rotary
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 November 1, 2012

Reported by Jeff Hata



Jim Word gave our Vocational Moment.

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

President Jordan then asked Tom Swan to please lead us in in the salute to the Flag.

Deborah Roberts introduced guests and visiting Rotarians.

Guests of Alison Thompson were Matthew Reeder, U.S. Army, and Bill Lynch, Paychex. Guest of Jeff Hata was

Rob Orth, Executive Director of our local Salvation Army and member of Ventura-Downtown.

We did not have any birthdays to celebrate this week.

John Borneman led us in a song.

President Jordan announced that he has purchased a 2005 Porche, but declared since the car wasn't "New" he didn't have to pay a fine! What's important is that the car is "NEW" to Jordan, so pay the fine!

Harriet Clune gave our Inspirational Message.

Vance Thompson announced that our raffle prize was a \$50 Starbucks gift card donated by Tom Swan. Vance also reminded us that the Christmas Party will be on December 15th at Jan & Pam Lindsay's home. If you have any suggestions for the party let Vance know.

Rob Orth made announcements regarding the One City, One Meal program on Thanksgiving morning and asked the club to participate in Salvation Army Bell ringing this year. Rob also said that we would do the Silvercrest dinner again this year.

Judy Hoag said Poinsettia orders are coming slowly. We need to speed up the pace of getting orders.

Jeff Hata asked the club to please try and include Pilar Gonzalez, our exchange student, in any outings club members may be doing for the remainder of the school year. Pilar is here



Judy Hoag needs more Poinsettia orders!!!

on a cultural exchange as much as she is for her education and anything we can do to expose her to what we do would be a very good thing.

Jan Lindsay spoke about the Grants Seminar held last weekend. Also attending were Tom Swan and Deborah Perkins. The purpose of the seminar was to recertify clubs for the new grants program starting July 1, 2013. Grants will be reduced to

District Grants and Global grants. Both types of grants will be larger in dollars and scope and the must be sustainable and actively managed by Rotarians. GSE and Ambassadorial Scholarships are being stopped beginning next year. If a club or district would like to do GSE or Ambassadorial Scholarships, they will fall under Global Grants.

Bill Spellman called on Jim Word for a Vocational Moment. Jim is retired after a long career with J.C. Penney's. Jim currently serves on the Casitas Water Board, the Ventura Chamber Board of Directors, works with FoodShare and is a wood turning instructor at Cabrillo Middle School. Congratulations to Jim for being re-elected to the Casitas Water Board!

President Jordan reminded everyone that the Children's Christmas Party will be on December 20th.

Vance Thompson conducted the raffle and our lucky winner was Bruce McGee!

Happy \$'s: Tom Hashbarger, Jan Lindsay & John Masterson.

Today's speaker was Joan Blacher PhD.

Joan is a psychotherapist by profession and has also been a professor. She came to us today as an author of mystery novels!

With her background as a tenured professor at Cal Lutheran as well as psychologist, she has written quite a bit. When she left Cal Lutheran, she wanted to get away from all the research required for her professional work, and she decided to try writing fiction. She had previously written some short stories while attending a class at UCLA and wanted to go on from there.

Why the mystery genre? She grew up with her

Meeting, cont'd on page 4



Harriet Clune gave our Inspirational Message.

father reading Sherlock Holmes, while her mother read Agatha Christie. She also liked analyzing problems and looking for solutions. So she dove into this new challenge. She was surprised to discover she still had to do extensive research, sometimes involving trips and interviews as well as some formal training.

She actually began by writing two books at the same time: *Difficult Teens*, which she co-authored, uses her professional background to guide parents through these years with their children, and *Murder Canyon*, a mystery novel. (She said she would never try writing two books at once again.)

Why the setting – a murdered body found in a rural canyon? It's taken from actual events. A body was dumped in a canyon not too far from their home in Somis, and then, six months later, another!

She gave us the three basic elements in a mystery:

- 1) Plot. Mystery writers need to be illusionists, trying to mystify the readers. They look for plots on the darker side of life. Examples are everywhere. The plot is the reason to tell the story. Motivation and the manner of death are all important.
- 2) Character: the victim, the killer and the sleuth (who may be professional or amateur). The sleuth must be compelling and have a reason to be involved in the case. Then you must drag the sleuth through roadblocks and danger, twists and turns. Other characters must be introduced and developed. Some will also be suspicious, and must be believable and thus add to the complexity of the case.
- 3) Settings create atmosphere. An urban setting may involve hard-boiled characters, whereas in an urban setting, those involved may be more laid-back. Settings can also call up a mood and a response by the reader. To make a setting realistic requires a lot of research.

In *Murder Canyon*, she started by writing the ending, and then worked backwards.

Thanks, Joan, for a very interest and informative explanation of the work involved in writing a mystery novel!

Rocky Ludes



Joan Blacher, PhD, spoke about how to write a murder mystery.

Rotary Club of Ventura-East

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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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Interact clubs celebrate the program's golden anniversary

By Daniela Garcia
 Rotary News -- 5 November 2012

The very first Interact club, formed at Melbourne High School in Melbourne, Florida, USA, is joining Interact clubs and their sponsors around the globe in celebrating the program's 50th anniversary during World Interact Week, 5-11 November.

The Melbourne club received its charter in November 1962, under the guidance and sponsorship of the Rotary Club of Melbourne, Florida, USA. In celebration of the golden anniversary, charter members of the club joined current Interactors and Rotarians from District 6930 for a night of reflection and fellowship.

"What makes Rotary great is what makes Interact great," says Michael Welch, president of the Rotary Club of Melbourne, who helped plan the anniversary event. "For a person -- especially a young person, an Interactor -- to appreciate the concept of Service Above Self, and then put it to work on their own time, it's a special experience that can change a lot of lives."


As part of the celebration, Melbourne Interactors gave a presentation on the history of Interact. District Governor-nominee Juan Ortega explained how his experiences with Interact in Colombia led him to join Rotary.



Top: The Rotary Club of Melbourne, Florida, sponsored the first Interact Club, chartered at Melbourne High School, in 1962. Rotarians and Interactors (center) pose for a picture. Bottom: A re-creation of the photo with current Interactors and members of the sponsoring Rotary club. Photo courtesy of Rotary Club of Melbourne.



Interact, cont'd on page 6



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Weekly Raffle

Our raffle prize today was a \$50 Starbucks gift card generously donated by Tom Swan.

Our lucky winner was Bruce McGee!

We raised \$105 today bringing our total for the year to \$1,413!

Congratulations to Bruce and thank you to Tom Swan.

Remember, all donations to the raffle go directly to our scholarships for next year!



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
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Interact, cont'd from page 5

The present-day Interactors and their sponsors also re-created an iconic photo of their club that appeared in *The Rotarian* in 1962.

Texas Interactors

The Interact Club of Robert E. Lee High School in Baytown, Texas, USA, which was chartered just months after the club in Melbourne, is celebrating the anniversary with various events, including a roundup on 15 September that was attended by more than 320 Interactors from across District 5890.

The Texas Interactors created a video showing photos and projects from the past five decades, in addition to networking with fellow Interactors and Rotarians. The Interactors and the Rotary Club of Baytown, which sponsors the club, presented two cakes, one to mark their club's anniversary and the other for the Interact program.

The celebrations continued 27 September as RI President Sakuji Tanaka spoke at an all-club meeting held by the district. Garrett Kneese, a district Interact leader, discussed the importance of Interact and Rotary.

The Interactors are also conducting service projects to mark the anniversary. District Interactors went door-to-door with their Rotary sponsors on 31 October collecting nonperishable food for the district's Interact Hungry Harvest program. The club set a goal of donating 3,000 cans to local food pantries and issued a challenge to other Interact clubs to match their efforts.

As an ongoing service project, the Interactors sort and pack used textbooks for Rotary Books for the World, a literacy project that collects reading and writing materials for schools in the developing world.


Tommie Buscemi, a member of the Rotary Club of Kingwood, Texas, USA, and cochair of the district's Interact committee, says she's seen how Interact has benefited its members by showing them how valuable they are to their community. "They're the future of our country and the future of Rotary," she says. "The program rewards them for being great leaders. They step up and do what's important."

Buscemi adds that Rotary clubs can also benefit by working with Interactors. "They inspire Rotarians to look at things differently," she says. "They're teaching us, through social media, how we can change the way we're doing things and how we can make a bigger impact."

Other celebrations

In San Antonio, Texas, District 5840 is holding its third annual New Generations Interact Conference at The Winston School San Antonio on 10 November. Tom Thorfinnson, a past RI director and vice president, will be the keynote speaker.

Interact, cont'd on page 8




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

Chartered May 23, 1963

District 5240

Anderson, David.....	Architecture	Perkins, Deborah.....	Family Law
Beckwith, Robert E.....	Office Equipment	Polito, Ron.....	Commercial Real Estate
Borneman, John.....	Songleading	Ponce De Leon, Augie.....	Honorary Member
Brinkman, Danielle.....	Accountant	Potts, Cari Ann.....	Attorney
Canton, Rafael, M.D.....	Psychiatry	Roberts, Deborah.....	Communications
Clune, Harriet.....	Real Estate Management	Shilton, Thomas E.....	Pharmacy
Corliss, Andrew.....	Broadcasting	Smith, Mark Corbin.....	Religion, Protestant
Crozier, Thomas H.....	Real Estate Development	Spellman, William J., D.D.S.....	Prosthetic Dentistry
Eller, Jordan.....	Banking, Mortgage Lending	Stewart, Richard E.....	Banking, Real Estate Loans
Emch, James H., C.P.A.....	General Accounting	Stork, Midge, CFP, CSPG.....	Financial Planning, Investments
Gallagher, Devere L. (Pete).....	Automobile Servicing	Strohman, Joseph, Jr.....	Business Law
Gallagher, Richard.....	Stock & Bond Sales	Swan, Thomas.....	Investment Advisor
Gonzalez, Jesse.....	Automotive, Repair & Sales	Thompson, Alison.....	CPA
Gray, Bill.....	Property Management	Thompson, Vance, CLU, ChFC.....	Insurance, Financial Planning
Hashbarger, Tom.....	Health Services	Turner, Donna.....	Honorary Member
Hata, Jeff.....	Printing	Waddell, Sandy.....	Contractor-Portable Buildings
Hertel, Ronald.....	Real Estate Land Development	Widders, Monte L.....	General Law
Hicks, William.....	Domestic Automobiles, Retail	Whitman, Diana.....	Honorary Member
Hishmeh, Husam.....	Restaurateur, Franchisee	Word, Jim.....	Department Store
Hoag, Judith.....	Real Estate Sales, Residential	Yuncker, Chuck.....	Honorary Member
Hoag, Will.....	Honorary Member		
Hughes, Tim.....	Real Estate		
Jimenez, Richard.....	Honorary Member		
Jonas, Alwick.....	Storage		
Kagan, Kenneth.....	CPA		
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.....	Honorary Member		
Noville, Robert.....	Civil Engineering (Retired)		
Pazen, Robert L., O.D.....	Optometry		
Pazen, Wendy.....	Office Management		

Interact, cont'd from page 6

Five Interact clubs are working with Habitat for Humanity on a building project in January, and 12 Interact clubs are raising money for wells in Honduras. Interactors are holding fundraisers, including a golf tournament and a 5K run, in an attempt to raise US\$11,500. The district has also created pins commemorating the 50th anniversary for Interactors.

You can celebrate the 50th anniversary by:

- Entering a short video in our annual Interact video contest. Interact clubs may choose one of three themes related to the 50th anniversary.
- Promoting Peace Through Service by designing a postcard to illustrate how Interact contributes to peace and understanding. One winning Interactor and his or her parent will receive round-trip airfare on United Airlines to attend one of the three upcoming Rotary Global Peace Forums, to be determined by Rotary International. Read the complete rules and guidelines.
- Challenging your club to hold an event or each Interactor to raise US\$50 for Rotary's fight to eradicate polio.
- Organizing a project that involves 50 positive actions in one of Rotary's areas of focus. Examples include donating 50 books to support basic education and literacy or organizing a community forum with 50 young people.
- Sharing photos of your club's World Interact Week activities on the Interact Facebook page.

