



The Rotary Club  
of Ventura-East

# The Breeze

Editor: Jeff Hata  
Volume L, Number 22

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata  
December 13, 2012

## Programs

Program Chair: Deborah Perkins

**December 13, 2012**

Stellar Biotech

**December 20, 2012**

Children's Christmas Party

**December 27, 2012**

Dark

## Greeter

**December 13 - Jeff Hata**

## Fundraisers

**Poinsettia Sales**

Delivery Date

December 5, 2014

**Rotary Bullseye Shooting Contest**

TBA

**Music Festival**

May 10 & 11, 2013

Next Meeting: December 17, 2012

5:30 pm

GoCare Conference Room

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

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](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

**December 6, 2012**

Fellow Rotarians:

Around this time of year, charities are always looking for money for their individual causes and trying to raise as much money as possible over the holiday season. I contribute it to overall generosity many of us feel in the holidays and individual charities trying to make the most of it. Around this time of year too, an email is usually distributed that highlights some of the outrageous salaries that some of the executives at these charitable organizations receive and it always irritates me to see some of the salaries of the executives on these lists.

Then I reflect on Rotary because we are all, for the most part, true volunteers within this organization who sacrifice our time and energy for the benefit of our community.

Many of you may have received one of the emails I'm referring to. Unfortunately though, if you go on to Snopes.com you will see that the information is generally outdated. To give you an idea though of some of the salaries some charitable executives make, here are some examples: The CEO of the American Red Cross, Gail J. McGovern in 2010 received \$1,037,000 in compensation. Goodwill Industries International CEO Jim Gibbons received \$725,000 in 2011. Finally, United Way Worldwide's CEO Brian A Gallagher was compensated \$559,257 for his work in 2011. I have no personal complaints with any of these organizations but chose them randomly as they are three of the largest charitable organizations. My information was gathered from Forbes Magazine, IRS filings, and Charity Navigator. I must say that making over a million a year for a charitable organization, paid for by donations, does seem excessive.

Charity Navigator, a non-profit group that has been rating charities for over ten years, breaks down a charities activities by a Financial score and a Accountability and Transparency score from zero to 70. United Way World Wide received a 64.06 score for Financial and a 70 for Accountability. Goodwill Industries of Denver was awarded a 51.00% for Accountability and 68.46 for Financial. Finally, American Red Cross was given a 55.35% score for Financial and a 70.00 score for Accounting. I was actually surprised these numbers were as high as they were.

Now let's look at Rotary International (RI). General Manager John Osterlund's executive compensation in 2011 was \$166,981 which is only .08% of RI's total expenses in 2011. That's a very small percentage compared to total expenses and much less than the other three CEO's. RI's Accountability score was 70 and Financial was 67.18. Those two scores are better than the other three charitable organizations as well. My point here of course is that RI, in my opinion based on my research with Forbes, the IRS and Charity Navigator, is a very worthy charitable organization with an executive whose compensation appears in line. There are many other means of comparison that one could use to assess the merit and numbers of any charitable organization but after doing my research I find that RI is doing it right!

As always, make it a great week!

Jordan

**December 13, 2012**

Fellow Rotarians:

PRLS, Potential Rotary Leadership Seminars, are beginning in our area again and it's a great opportunity for all Rotarians to attend. Our Rotary District, District

President, cont'd on page 5

## 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
Alison Thompson .....	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

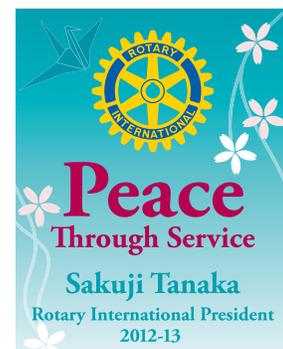
Tim Hughes .....	Club Service
.....	Vocational Service
.....	Community Service
Bill Spellman .....	New Generations
Judy Hoag .....	International Service
Mark Smith .....	Interact

## 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 29, 2012

Reported by Jeff Hata



Carol Marquez-Olson gave part II of her Vocational Moment.

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

President Jordan then asked Vance Thompson to please lead us in the salute to the Flag.

Joe Strohmman introduced guests and visiting Rotarians.

Guest of Deborah Roberts was "Mom" Janice Howell. Guest of Bob Lynn was Giana.

John Borneman led us

in a song.

Tim Hughes announced that we would be bell ringing for the Salvation Army on December 8th and passed around a sign up sheet.

Jeff Hata spoke about our Music Festival and told the club that we have Axxess books for sale. They make great gifts and for every book we sell, the club will keep \$10.

The meeting was adjourned and Judy Hoag passed out Poinsettia delivery forms!

## Meeting December 6, 2012

President Jordan rang the bell and invited everyone to lunch. Guests & visiting Rotarians first!!!

Bill Spellman introduced guests and visiting Rotarians.

Visiting from the Rotary Club of Woodlands Sunrise was Byron McConnell. Rocky Ludes introduced our speaker Dr. Wu and Cathy. Also visiting today was the Buena Interact Club Board.

President Jordan inducted our newest member, Laura Shannon. Laura's mentor will be Wendy Pazen and is being sponsored by Ken Kagan.

John Borneman led us in a song.

Bruce McGee gave our Inspirational Message.

We did not have any birthdays, but Jim and Alberta Word will be celebrating their 55th wedding anniversary & Craig



Monte Widders donated our raffle prize.

and Paige Miller will be celebrating their 20th wedding anniversary! Congratulations!

Vance Thompson announced that our raffle prize was \$60 donated by Monte Widders.

Judy Hoag announced that we netted \$6,561 on our Poinsettia sales this year.

Bill Spellman called on Carol Marquez-Olson, our first Vocational

Moment for this year. The first time Joe Strohmman asked Carol what she did and Carol replied that she was retired and sat down. Bill managed find out that Carol was a travel agent and a past president of our club.

While in college at the University of Tennessee, Carol met a man from Bogata. They got married and moved to Columbia where Carol had her children. While in Bogata, Carol was a "Pink" lady in a poorer hospital. Carol also tried starting a business making bathrobes and sleep wear. Carol lived in Columbia for 25 years.

Carol's oldest son lives in Washington DC, her oldest daughter lives in Ventura, youngest daughter lives in Panama and youngest son lives in Davis. Carol has 11 grandchildren. Thank you Carol for sharing more about yourself this time around!

Tim Hughes reminded everyone about bell ringing on Saturday.

Jeff Hata spoke about Axxess again and reminded everyone they make GREAT Christmas gifts! On the Music Festival, we will be having a meeting on December 17th at GoCare, 5:30 pm.

Vance spoke about the Christmas Party which will be at Jan & Pam Lindsay's home. The party will start at 4:00 and go until Jan & Pam get sick of us.

President's announcements:

Children's Christmas Party will be on December 20th. Ventura Unified changed their schedule so the last day of school will be December 19th.

PRLS is starting up. The first Master PRLS class will be this Saturday.

January 3rd we will have a joint meeting with South and Downtown at the Wedgewood.



Our newest member Laura Shannon.

Meeting, cont'd from page 3

Happy \$'s: Joe Strohman, Bill Gray, Chuck Yuncker, Craig Miller, Bill Spellman, Midge Stork and Vance Thompson.

Vance Thompson conducted the raffle and our lucky winner was Wendy Pazen!

Rock introduced our speaker Dr. Wu.

Today's guest speaker was Ying Wu, PhD. Dr. Wu is a professor of Statistics at U.C.L.A. He is also a practitioner and local spokesman for Falun Gong, a Chinese spiritual and meditation practice with ancient roots.

He began by giving us an explanation of the essence of traditional Chinese culture, which Chinese leaders attempted to destroy in 1949 with the Cultural Revolution. Chinese culture has recently been in a renaissance of regrowth.

China is a spiritual culture. Dr. Wu took us back to the Yellow Emperor (about 2,600 BC). The purpose of life is to gain spiritual enlightenment. There are three main spiritual teachings in china:

Taoism – returning to one's true self – not physical but spiritual.

Confucianism – teaches five cardinal values: behavior, justice, propriety, wisdom and integrity. This is related to Taoism.

Buddhism was brought to China from India. This practice teaches people to give up attachments and desires of the human world.

Dr. Wu explained Chinese martial arts developed originally as exercise by Buddhist monks, not for fighting.

Chinese medicine (acupuncture) works on the principles of energy channels in a non-physical dimension. Dr. Wu said Asian doctors can see the spiritual channels. The spiritual foundation is the core of China's culture.

The Falun Gong followers are now greater in number than the Chinese Communist Party. Dr. Wu said that when traditional morality is undercut, the result are tragedies such as deaths from improperly made baby formula, or the toxic drywall sent to New Orleans after Katrina.

To bring the story of Chinese Culture and its renaissance to others, the dance group Shen Yun performs around the world, telling traditional stories combined with spectacular backdrops. Elements of Chinese dance includes Form, Technique and Bearing (which how to express yourself and is most important). This group will be coming to the Kavli Theater in Thousand Oaks on January 22-23, 2013. More information is at www.

Meeting, cont'd on page 5



Ying Wu, PhD spoke to us about things going on in China.

### 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	
Ojai	12:00 pm	Friday
	Soule Park GC	



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**Jeff Hata**

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President, cont'd from page 2

5240 puts together this series of educational classes teaching skills that we can all use practically every day. Classes are currently being provided locally starting on December 15th and if you have already gone through Basic PRLS I would strongly encourage you to attend.

The goal of PRLS, which started in 1993, is to provide a set of training sessions for current and future Rotary leaders so that they can learn to become more effective in their leadership roles. It's comprised of five classes that can at times be quite demanding, especially sessions one and two from my own personal experience. The first two sessions are focused on public speaking, session three is facilitation management, situational leadership is taught during session four and the final class is project management. Each class is roughly 6 hours long and is generally offered in three areas of our district from North, South and East. When I was President Elect for our Club, I was strongly encouraged to go through these trainings and become a Master PRLS graduate, which I did, but I ended up taking half of my classes in Bakersfield.

The instructors that teach the classes are fellow Rotarians from various backgrounds. Two of my classes were taught by Wade Nomura who was the District Governor at the time and he is a fantastic instructor. My instructors for PRLS session one and two were also very skilled instructors that demanded a lot from their students. Jock MacKenzie, whom was known by many members of our Club was a well known instructor of PRLS and somewhat of a legend from what I understand. My father, Ray Eller, was in the first graduating class of PRLS and Jock was his instructor for many of those classes.

PRLS, as far as I know, is unique to our District. When it was founded, there was nothing else like it to prepare Rotarians for leadership roles in their independent Clubs. Nineteen years later it is still being offered, at no cost to the participating Rotarian, throughout the year at various places. I know that I learned quite a bit from the classes that I took and use the knowledge gained from it quite frequently. I would encourage you to attend. The current director for the program is Tony Huff who can be reached at [akhuff@msn.com](mailto:akhuff@msn.com). You can also find out more information about upcoming classes at <http://www.prls.org/>.

As always, make it a great week!

Jordan

Meeting, cont'd from page 4

LASpectacular.com.

Thank you, Dr. Wu, for a very informative presentation on spirituality in the history of Chinese culture.

Rocky Ludes



**Thomas B. Swan**  
President of the Board of Directors

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## Weekly Raffle

Our raffle prize today was \$60 cash generously donated by Monte Widders.

Our lucky winner was Wendy Pazen!

We raised \$108 today bringing our total for the year to \$1,731!

Congratulations to Wendy and thank you to Monte Widders.

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



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# Mother and daughter share passion for Rotary

By Maureen Vaught  
 Rotary News -- 7 December 2012

Sometimes the most obvious choices for potential club members are the people we're closest to, "yet we look right past them," says Past District Governor Jennifer Jones, who invited her parents to Rotary activities but hadn't considered asking them to join.

Fortunately, a fellow club member and friend took the initiative. And four years after joining the Rotary Club of Windsor-Roseland, Ontario, Canada, Jennifer's mother, Joyce, is serving as its president.

"I'll never forget my last official task as district governor: inducting my mom into Rotary," says Jennifer. "She had been living Rotary for many years, attending district conferences, taking part in fundraisers, and traveling as a literacy volunteer to Guatemala. She saw service in action." Joining the club was the natural next step.

While spouses, children, and siblings all are logical choices for Rotary involvement, our parents often are the ones with extra time -- as well as a lifetime of experiences and skills -- to share with Rotary.

"Through Rotary we've shared many special times together, and each of them has been made more memorable because we've done them together," says Jennifer.

### Encouraging service

Jennifer credits her parents with cultivating a sense of service in her. She organized carnivals in the backyard to raise money to fight muscular dystrophy, opened a lemonade stand, made her own greeting cards to sell door-to-door, and collected pop bottles and coins for UNICEF. Through it all, her parents were "there to celebrate the victories, as well as the lessons that were born out of these experiences," says Jennifer.

In October, her mother was there again when Jennifer and her husband, Mother, cont'd on page 8



Past District Governor Jennifer Jones, right, and her mother, Joyce, during an Arch C. Klumph Society induction ceremony in October. Rotary Images/Monika Lozinska



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

District 5240

Chartered May 23, 1963

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		

Mother, cont'd from page 6

Nick Krayacich -- who is president of the Rotary Club of LaSalle-Centennial -- were inducted into the Arch C. Klumph Society. Her father, John, was unable to attend the ceremony, but Joyce represented them both.

“I was so honored to be in front of the audience of dignitaries sharing my daughter’s story,” says Joyce. “It was a special time for the two of us.”

Jennifer, who is president and CEO of a television production company, has served as club president, governor of District 6400 (part of Ontario and part of Michigan, USA), and district public relations chair.

Among their many activities and projects, Jennifer and Nick -- both Rotary Foundation alumni -- have established an annual peace symposium at Duke University to support Rotary Peace Fellows and to publicize the program. They also are creating a pooled endowment that will generate revenue for their district to use for water projects.

***From “mom” to “president”***

As for Joyce, she became involved in her club’s literacy and international service committees, helped with club fundraisers, and continued to travel to Guatemala to distribute books to Mayan schools. “When I joined Rotary, I jumped in with both feet,” she says.

“If you’re going to be a Rotarian, that’s the way to do it — don’t just take up space on a chair,” she declares.

Yet when she was approached about becoming club president, she thought her fellow club members were joking. But she accepted because she didn’t want to regret not taking on this important role.

“And I love it!” she says. “I find it such a joy serving our club and serving side by side with my daughter.”

Jennifer is also pleased with the arrangement: “All my life she’s been my confidante and sounding board. Now, in her role as president, she looks to me for advice. It’s added another level of depth to our relationship.”