



# The Rotary Club of Ventura-East

# The Breeze

Editor: Jeff Hata  
Volume LI, Number 3

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata  
August 8, 2013

## Programs

Program Chair: Robert Pazen

### August 8, 2013

3 time world champion freestyle skier - Genia Crews, EMT

### August 15, 2013

D.G.'s Official Visit - D.G. Jack McClenahan

### August 22, 2013

Advances in Orthopedics - Dennis Horvath, MD

### August 29, 2013

Interview: Tom Hashbarger - Joe Strohman

## Greeter

August 8 - Wendy Pazen

August 15 - Jim Word

August 29 - Bob Noville

September 5 - Jordan Eller

September 12 - Bruce McGee

## Fundraisers

### Poinsettia Sales

Delivery Date  
December 5, 2013

### Rotary Bullseye Shooting Contest TBA

### Eclectic Music Festival

May 3 & 4, 2014

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

## Club Events

### Important Dates

D.G. Jack McClenahan's Visit .....	Aug 15
District Governor's Reception, Four Brix .....	Aug 15
Rose Parade Float sign up .....	Sep 1
8-8x2 .....	Sep 2
DG Social Foster Park .....	Sep 15
Master PRLS1 .....	Sep 21
Moorpark Beerfest .....	Oct 12
District Conference .....	Oct 18-20
Basic PRLS .....	Oct 26
Master PRLS5 .....	Oct 26
Taste of Ojai .....	Oct 27
Master PRLS3 .....	Nov 16
Master PRLS3 .....	Nov 23
Poinsettia Plant Delivery .....	Dec 5
Master PRLS1 .....	Dec 14
Children's Christmas Party .....	Dec 19
Rose Parade Float Decorating .....	Dec 29
Joint Meeting (East, South, Downtown) .....	Jan 2
Mid-year District Meeting .....	Jan 11
Master PRLS2 .....	Jan 18
STEPS Poverty Conference .....	Jan 25

## Avenues of Service Meetings

Club Service	TBD
Vocational Service	TBD
Community Service	TBD
New Generations	TBD
International Service	TBD

## Avenues of Service Meetings

Marketing	TBD
Membership	TBD

## Table of Contents

Programs / Greeters / Fundraisers / Recognition / Club Events	1
Message from our District Governor .....	2
Meeting Notes .....	3
Ravindran is choice for 2015-16 RI president .....	3
Straight Shooter .....	5
Weekly Raffle .....	5
Membership List .....	7

## Web Addresses

[www.RotaryVenturaEast.org](http://www.RotaryVenturaEast.org) • [www.RCVEConcert.com](http://www.RCVEConcert.com)  
R.I.: [www.rotary.org](http://www.rotary.org) • District 5240: [www.rotarydistrict5240.org](http://www.rotarydistrict5240.org)

# Message from our District Governor

RI President Ron Burton has challenged us to Engage Rotary  
-- Change Lives

Think about how we use the word engage...

We engage in ethical businesses and engage new employees.

We engage each other in casual conversations and serious discussions.

I think most Rotarians have an engaging personality, which is good when we want to engage the support of others.

Look at the Engage Rotary logo with those big hands on the Rotary wheel. Those are working hands.

Remember, the Rotary emblem is not just any wheel; it's a gear wheel -- gears engage, transferring motion from one to another, multiplying their energy to get more work done more efficiently.

And, as we all know, Rotary is about getting things done.

As Rotarians, through service projects that benefit people in our own communities and communities in other countries, we have the personal experience of changing lives. We know from experience that in serving others we change our own lives too.

We are fortunate to have that opportunity at this crucial time in Rotary history...following in the successful footsteps of our dedicated 2012-13 D5240 Officers, Club Presidents, Club Leaders, and Club Members.

We already have a record number of 2013-14 District Grant projects approved and ready to implement. Even now, D5240 clubs are finalizing their bigger, better, and bolder 2013-14 Global Grant project proposals under Future Vision.

We have the added incentive of the Bill & Melinda Gates Foundation newest challenge. If Rotarians worldwide contribute \$35 million for Polio Eradication this year, Gates will match two-to-one with \$70 million...and they will do this for five years...potentially \$525 million altogether. This massive and focused effort is being called the Polio Endgame. It goes from 2013-14, when we may see the last case of polio in the endemic countries (while containing any last breakouts) through 2017-18 when three years of monitoring would confirm that eradication is complete.

This Rotary year 2013-14 marks the 25th anniversary of Rotary's Council on Legislation approving and encouraging the admission of women to Rotary clubs worldwide. What a great and appropriate opportunity to invite many more business and professional women into our clubs to re-energize all our Avenues of Service, as did the first wave of women Rotarians.

In all our Clubs' exciting initiatives and opportunities, remember that every member has a role as we Engage Rotary and Change Lives in 2013-14.

Jack McClenahan, District Governor D5240, 2013-2014

## 2012 - 2013 Club Board of Directors

Tim Hughes .....	President
Dave Andersson .....	President Elect
Jordan Eller .....	Past President
Wendy Pazen .....	Secretary
Robert Lynn .....	Treasurer
Carol Marquez-Olson .....	Sergeant at Arms
Deborah Roberts .....	Director 2011-2014
Vance Thompson.....	Director 2011-2014
Ken Kagan.....	Director 2012-2015
Laura Shannon .....	Director 2012-2015
Bruce McGee.....	Director 2013-2015
.....	Director 2013-2015

## Avenues of Service Directors

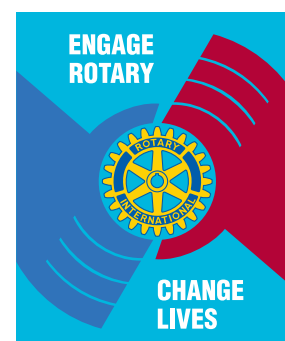
Dave Anderson .....	Club Service
Joe Strohman .....	Vocational Service
Alison Thompson.....	Community Service
Bill Spellman.....	New Generations
Judy Hoag .....	International Service
Mark Smith .....	Interact

## Rotary International Officers

Paul P. Harris.....	Founder of Rotary
Ron D. Burton.....	President, Rotary International
Jack McClenahan.....	Governor, R.I. District 5240
Loretta Butts .....	Governor Elect, R.I. District 5240
.....	Governor Nominee District 5240
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
Frank Ortiz.....	P.D.G. 2012-2013

## 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 1, 2013

*Reported by Jeff Hata*



*Bill Spellman conducted our Rotary Recognition session.*

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

President Tim thanked Tom Hashbarger and Terry McBreen for greeting today.

Rich Stewart led us in the Flag Salute.

Bill Spellman then introduced our guests and visiting Rotarians.

Bob Lynn introduced his guests Lynda Cervon and Lynda's grand daughter Eloise. Tom Swan introduced his guest Katie.

Vance Thompson announced that our raffle prize was \$50 cash donated by Tim Hughes.

Bruce McGee then gave our joke for the week followed with a song by John Borneman.

President Tim announced that Deborah Roberts has resigned from the club.

Then on a happier note, President Tim inducted Eric Dubois into the club. Eric works for Charles Carrol Funeral Home.

President Tim then announced that the board meeting will be on August 7th in the GoCare Conference room.

Avenues of Service announcements:

Club Service - Dave Anderson passed out the duty roster sign up sheet and thanked everyone who has already signed up to help make our meetings as great as they are!

Bruce McGee was happy to report that the BBQ last weekend went well and thanked Jordan Eller, Tom Hashbarger, Jan Lindsay, Tom Swan, Bill Spellman, Jim Emch & Dave Anderson for all the help.

Tom Swan will be holding a Membership committee meeting Monday at 6:00 pm.

Jan Lindsay spoke about the most recent RYLA camp in Nicaragua. Jan reported there were about 100 kids with 6

clubs participating and it is going well.

President Tim then announced that P.D.G. Jan Lindsay was recently presented with the John Padilla humanitarian award by the District. This award is a great honor to receive.

Pete Gallagher said we would be meeting at the Benchwarmer at 8:30 for the Fair Parade. We will be assembling between the 1700 & 1800 blocks of Main St.

Happy \$'s - Rich Stewart, Rocky Ludes, Joe Strohmman, Midge Stork, Rafael Canton, Wendy Pazen, Sam Marsh, Bob Lynn & Terry McBreen.

Vance conducted the raffle and our lucky winner was Bob Pazen!!!

Bob Pazen then introduced our speaker Ted Prell.

## Ravindran is choice for 2015-16 RI president

*By Arnold R. Grahl*

*Rotary News -- 6 August 2013*

K.R. "Ravi" Ravindran, a member of the Rotary Club of Colombo, Western Province, Sri Lanka, has been selected by the Nominating Committee for President of RI in 2015-16. Ravindran will become the president-nominee on 1 October if there are no challenging candidates.

Ravindran said his top priority for Rotary will be to increase membership, which he called the bedrock of any organization.

"The emphasis on membership has to continue with focus on the younger generation," Ravindran said. "Additionally, we must seek to attract the just retired and experienced people into Rotary."

Creating regional membership plans and realizing that "one size does not fit all" has been a move in the right direction, he said.



*K.R. "Ravi" Ravindran is the selection of the Nominating Committee for President of Rotary International in 2015-16.*



*Judy Hoag, International Service, is planning a trip to Nicaragua.*

*Ravindran, cont'd on page 4*



“Albert Einstein defined insanity as ‘doing the same thing over and over again and expecting different results.’ In many ways this has been the story of Rotary’s poor membership advance,” he said. “Thankfully, our approach this time has been studied and altered. We have created 22 different membership regions so that each region would develop and execute a plan that would suit that particular region.”

Ravindran said it’s important for Rotarians to share their stories, especially through social media, so others can see the impact Rotary has had in their lives. He said it’s also important for the organization to speak with a consistent voice. “Our identity must remain simple and be based on our core values. It must be clear and straightforward to both our internal and external audience.”

Ravindran holds a degree in commerce and is founder and CEO of Printcare PLC, a publicly listed company and global leader in the tea packaging industry. He also serves on the board of several other companies and charitable trusts. He is the founding president of the Sri Lanka Anti Narcotics Association, the largest antinarcotics organization in Sri Lanka.

As his country’s PolioPlus chair, Ravindran headed a task force with members from the government, UNICEF, and Rotary and worked closely with UNICEF to negotiate a cease-fire with northern militants during National Immunization Days.

A Rotarian since 1974, Ravindran has served Rotary as a director and treasurer of RI and as a trustee of The Rotary Foundation. He has also served as an International Assembly group discussion leader, district governor, Council on Legislation representative, and zone institute chair. He chaired the Schools Reawakening project, sponsored by Rotary clubs and districts in Sri Lanka, which rebuilt 25 tsunami-devastated schools, benefiting 15,000 children.

Ravindran has been awarded The Rotary Foundation’s Citation for Meritorious Service and Distinguished Service Award and the Service Award for a Polio-Free World.

He and his wife, Vanathy, have two children, and are level 4 Major Donors to the Foundation.

The Nominating Committee members are Eric E. Lacoste Adamson, USA (chair); John T. Blount, USA; Robert K. Crabtree, New Zealand; Gerson Gonçalves, Brazil; Frederick W. Hahn Jr., USA; Lynn A. Hammond, USA; Teruo Inoue, Japan; Paul Knyff, The Netherlands; Peter Krön, Austria; Jorma Lampén, Finland; Kyu-Hang Lee, Korea; Masahiro Kuroda, Japan; Michael D. McCullough, USA; Donald L. Mebus, USA; David D. Morgan, Wales; Catherine Noyer-Riveau, France; and M.K. Panduranga Setty, India.

## 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 GC
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

### Jeff Hata

3533 Arundell Circle #B  
Ventura, CA 93003



OFFICE (805) 650-0733  
FAX (805) 650-9904  
WEB www.MyAnchorPrinting.com  
EMAIL Jeff@MyAnchorPrinting.com

John A. Masterson  
Editor

**Capt'n Cruise Travel News**  
"Colorful Cruise Commentary"

P. O. Box 3200  
Ventura, California  
93006-3200  
805-340-0956  
Fax: 805-642-4447

E-mail: Jmasterson@CaptnCruise.com  
www.captncruise.com

### Wendy Pazen

Office Manager

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



*This space could be reserved  
for  
you ... Place your ad here!*

*This space could be reserved  
for  
you ... Place your ad here!*

# Straight shooter

By John Rezek  
The Rotarian -- July 2013

With his congenial manner and his inclination to keep things simple, Ron Burton has a natural ability to put people at ease. But don't let the easygoing demeanor of Rotary International's new president lull you into thinking that he doesn't get serious when it's time for business.

"If you ask my opinion, you're going to get it," Burton says, his neighborly look morphing into a solemn gaze. "When I feel strongly about something, I will argue like crazy for my position. I suppose that's sort of an ego thing, but if I discern that someone has a vested interest or may be looking at a personal economic benefit, I have a simple suggestion: Apply The Four-Way Test."

An uncompromising sense of ethics may be the only personal quality that the former president of the University of Oklahoma Foundation Inc. is willing to wear on his sleeve. "Like most people, I don't like to be told I'm wrong," he says. "But I can be convinced that there's another way to look at something, and sometimes I'll change my mind. If it's an ethical issue, though, you're not going to tell me I'm wrong. It's not going to happen. I've dealt with too many people over the years who wanted to misuse funds. I've looked them in the eye and said, 'I'm not going to jail for you or anyone else.'"

Burton says most of his career success came from being "in the right place at the right time." It started with growing up in a small town (Duncan, Okla., USA) in the postwar era and having a chance to operate his own business at age 13. "Delivering newspapers was a business back then," he says, recalling his days as a Duncan Banner carrier. "You had to buy your papers, buy your rubber bands, buy your bag; you had to wait for the papers, roll them, and deliver them; you had to collect, you had to pay your



*Ron Burton made his mark on his alma mater, the University of Oklahoma, where he served as president of the school's foundation for nearly three decades. Photo by Monika Lozinska/Rotary International*

Burton, cont'd on page 6

## WESTERN INTERNATIONAL SECURITIES INC.

Member FINRA/SIPC • CA Ins Lic #0823117  
Clearing through JP Morgan Clearing Corp.  
Securities offered through Western International Securities, Inc.



Thomas B. Swan FINANCIAL CONSULTANT

**BRANCH OFFICE**  
2555 Towngate Rd #300  
Westlake Village, CA 91361  
805-496-0988

**VENTURA OFFICE**  
290 Maple Court #118  
Ventura, CA 93003  
805-644-3495

**PHONE** 805-644-3495  
**CELL** 805-760-5688  
**FAX** 805-644-8102  
**EMAIL** tswan@wisdirect.com

*This space could be reserved  
for  
you ... Place your ad here!*



**(805) 477-4377**  
**(805) 320-7800 Cell**

Fax (805) 477-4378  
E-mail [judyhoag@pacbell.net](mailto:judyhoag@pacbell.net)  
2686 Johnson Dr. Suite 103  
Ventura, CA 93003

**MLS**

**CALIFORNIA OFFICE EQUIPMENT**  
2767 E. Main - VENTURA, CA - (805) 643-0869  
**Bob Beckwith**  
Founder/Owner for over 50 years



Visit our website [www.coec.biz](http://www.coec.biz)

**2767 E. Main St.**  
**Ventura, CA 93003**

**Phone:** (800) Get-Desk  
**Fax:** (805) 643-3239  
**Email:** [COEC@Earthlink.Net](mailto:COEC@Earthlink.Net)

## Weekly Raffle

Our raffle prize this week was \$50 cash towards the winners bill donated by Tim Hughes.

Our total for the year is \$400 and our lucky winner was Bob Pazen!

Congratulations Bob and thank you to Tim Hughes for your generous donation.



**Community Memorial Health System**  
*Where Excellence Begins with Caring*

**John Masterson**  
Vice President  
Community Relations

805/652-5625  
805/667-2895 FAX  
[jmasterson@cmhhospital.org](mailto:jmasterson@cmhhospital.org)

147 N. Brent St.  
Ventura, CA 93003



**LINDSAY  
and  
COMPANY**  
Certified  
Public  
Accountant

**JAN CORWIN LINDSAY**  
Certified Public Accountant  
Certified Valuation Analyst



770 County Square Drive, Suite 102  
Ventura, California 93003  
(805) 650-5915 FAX (805) 650-1334  
[jclcpa@pacbell.net](mailto:jclcpa@pacbell.net)

bill. Anything left over was yours.”

A few years later, as a student at the University of Oklahoma in the late '60s, Burton worked part time in the accounting office. Between graduation and law school, he was hired to replace a close friend at the office who had been drafted into the military. (Burton did his own military service through advanced ROTC and the National Guard.)

“I ended up being the No. 2 accountant for the University of Oklahoma a week after I got out of school,” he says. He continued in the job during his first year in law school, but soon was recommended to replace the outgoing treasurer of the University of Oklahoma Foundation. “When I graduated, my boss, who was a past governor of our Rotary district, asked me to stay on, with the idea that I might be selected to succeed him when he retired. I took over his position as president in 1978 and retired in 2007. That’s my career at Oklahoma – storybook, really.”

When it came to meeting his future wife, Jetta, Burton was initially in the right place, but his timing was a bit off. Both charter members of the baby boom generation, they were born in the same year and at the same overcrowded hospital, where dresser drawers substituted for basinetts. But he arrived three months ahead of her. They had mutual friends growing up and finally met in high school, where they were members of the band. He was a junior and played trombone. She was a sophomore and played bassoon. Their first date was 18 September 1962. They tied the knot in college.


After 45 years of marriage, with a daughter, a son, and three grandchildren, Burton emphasizes that their life together has been a partnership, especially when it comes to Rotary.

“Jetta is my best critic,” says Burton, a member of the Rotary Club of Norman. “She will level with me, on whether I made a natural and believable presentation – on all sorts of things. She’s been supportive all along the way, from presidents-elect training seminars to district assemblies and conferences. If she had not supported me in this, I wouldn’t be here today.”

The vital role of the family in Rotary is at the core of Burton’s beliefs. “When we talk about the family of Rotary, I know public relations is a part of that,” he says. “But to me, it really is the family of Rotary. If you get your own family involved in this, with your own heart, and it expands to the world, that’s the family of Rotary – that’s community service.”

Throughout his time in Rotary, especially during this past year of traveling and meeting Rotarians from various countries, that perspective has helped Burton appreciate the diversity and ever-growing potential of

*Burton, cont'd on page 8*




Hishmeh Enterprises  
DBA Domino's Pizza®

**Husam Hishmeh**  
Franchisee

1811 Knoll Dr. Ste A  
Ventura, CA 93003

Phone (805) 650-9946  
Fax (805) 650-9947  
Mobile (805) 901-7402  
husamhishmeh@sbcglobal.net




**Travel By Carol**  
*Independent Travel Consultant  
specializing in tours & cruises.*

**Carol Marquez-Olson**  
E-mail: carolmtravels@roadrunner.com

Tel: (805) 642-4343  
Fax: (805) 642-4343  
Cell: (805) 415-5262

This space is reserved for

**Lynn's Jewelry**  
(805) 642-5500

*This space could be reserved  
for  
you ... Place your ad here!*

*This space could be reserved  
for  
you ... Place your ad here!*

*This space could be reserved  
for  
you ... Place your ad here!*

**RICHARD M. NORMAN, of Counsel**

---

*Law Offices of*  
**NORMAN DOWLER, LLP**  
840 County Square Drive, Third Floor  
Ventura, California 93003-5406

(805) 654-0911      www.normandowler.com  
(805) 654-1902 FAX      rnorman@normandowler.com



<p><i>This space could be reserved for you ... Place your ad here!</i></p>	<p>This space is reserved for  <b>Law Offices of Myers, Widders, Gibson, Jones &amp; Schneider L.L.P.</b>  (805) 650-5915</p>
<p><i>This space could be reserved for you ... Place your ad here!</i></p>	<div style="display: flex; align-items: center;"> <div style="flex: 1;">  <p><b>Jordan Eller</b>  President  Mortgage Banker</p> <p>Office: 805-644-1621  Mobile: 805-252-7742  Fax: 805-644-1608  email: Jordan@refibuy.com</p> </div> <div style="flex: 1; text-align: center;">  </div> </div>

This space is reserved for  
**Camp Trinity**  
**Summer Day Camp**  
(805) 642-3801

## Rotary Club of Ventura-East, Membership List

### 100% Paul Harris Fellow Club

District 5240

Chartered May 23, 1963

Albee, Lee .....	Retired	Pazen, Wendy .....	Office Management
Anderson, David .....	Architecture	Polito, Ron .....	Commercial Real Estate
Beckwith, Robert E. ....	Office Equipment	Ponce De Leon, Augie .....	Honorary Member
Borneman, John .....	Songleading	Potts, Cari Ann .....	Attorney
Canton, Rafael, M.D. ....	Psychiatry	Roberts, Deborah .....	Communications
Clune, Harriet .....	Real Estate Management	Shannon, Laura .....	Wholesale Pet Supply
Corliss, Andrew .....	Broadcasting	Shilton, Thomas E. ....	Pharmacy
Crozier, Thomas H. ....	Real Estate Development	Smith, Mark Corbin .....	Religion, Protestant
DuBois, Eric .....	Funeral Director	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, Allison .....	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 .....	Nonprofit: Development		
Jimenez, Richard .....	Honorary Member		
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		
McBreen, Terry .....	Real Estate, Investments		
McGee, Bruce .....	Wholesale Foods		
Norman, Richard M. ....	Trial Law		
Norstedt, Chris .....	Honorary Member		
Noville, Robert .....	Civil Engineering (Retired)		
Pazen, Robert L., O.D. ....	Optometry		

the organization. "Speaking to Rotarians from around the world has made me more tolerant of different points of view," he says. "You learn that there is another way to do things, that there are differences in cultures and differences in individuals. But the basic tenets come through for all of us, no matter where we are. I'd like to think there are no regional differences in the integrity aspect of the organization, but I believe we may need to do a better job of working on that and highlighting it."

Burton is firm in his view of the relationship between Rotary International and Rotarians. "Rotary International is nothing more than an association of Rotary clubs, and the Secretariat is here to serve those clubs," he says. "Rotary International's job is to support the clubs, and Rotarians are the ones who do things. We need to keep that in mind. The Secretariat is a sacred place, and it should be respected, just like the office of the president. Our job is to inspire people, to act as an inspirational pivot point to bring the senior leadership in, to serve those clubs and districts so that we can make things happen. But Rotary International is not an end in itself."

Burton is enthusiastic about the success of his "first class" campaign, which aims to make the 2013-14 class of Rotary leaders the first in which every district governor and club president contributes to The Rotary Foundation. "We've already raised \$3.6 million, and we've only got 8,128 club presidents so far," he says. "All the governors are in, for the first time in history."

Success in fundraising was a hallmark of Burton's three decades of service at the University of Oklahoma Foundation. During his tenure, he notes, the foundation's assets grew from \$17.5 million to \$890 million. But that achievement is not on the short list of his proudest accomplishments.

"There are two things I take great pride in," he says. "One is that there was never a penny out of place – every single cent was always accounted for. The other is that, more than five years after I've left, except for subsequent retirements, everyone who was working for me is still there. I think that's a great testament that I did something right."

The management style that led to that success is unlikely to change much, but Burton, whose reading pleasure runs toward biographies of American presidents, believes that his experience watching and working with past Rotary presidents will help him hone an effective approach.

"I don't want to leave anyone out, but some of them do stick out in my mind," he says. "Bill Boyd had a big impact on me – he's a great communicator. I learned a lot about tolerance from Carlo Ravizza. Jim Lacy ran a great meeting and was businesslike in his approach. Jon Majiyagbe is a great role model as a gentle person with a steady manner. And then there's Frank Devlyn. I'll tell you what: If you don't like Frank Devlyn, I don't like you. It's that simple."

Seeing and expressing things in simple, straightforward terms is one of Burton's most apparent strengths. "If I had one wish for the American people," he says, "it's that they could go to one of the impoverished countries that Rotarians do so much work in and see how good we have it here."

For Burton, there's no doubt about how good he's had it. "I've had a blessed life," he says. "I had a great family life growing up, and I look at our kids and our grandkids, and I think they've done pretty well too. You worry about things, of course, and you want the best for your family. I think Rotary gives me an opportunity to help make this world a little bit better and help give others a better life – not only my grandkids but other people's grandkids too."

A year from now, Burton will look back and measure his success by a standard that is pure Oklahoma: "At the end of the day, I hope to leave the woodpile just a little higher."