Editor: Jeff Hata Volume LI. Number 38

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata April 24, 2014

#### **Programs**

Program Chair: Robert Pazen

April 24, 2014

The Importance of Non-Profits - Doug Halter

May 1, 2014

Job Shadow - Bill Spellman

May 8, 2014

Doing Medical Mission work in Africa - Kevin White,  $\ensuremath{\mathsf{MD}}$ 

May 15, 2014

What are you doing with the rest of your life - Mel Cheatham,

#### **Greeter**

April 24 - TBA

May 1 - Wendy Pazen

May 8 - TBA

May 15 - Jordan Eller

May 22 - TBA

# Club Events

## **Important Dates**

| RYLA                  | Apr 24-27 |
|-----------------------|-----------|
| Club Social           | Apr 24    |
| Master PRLS4          | Apr 26    |
| Norm Weitzel Memorial | Apr 27    |
| Board Meeting         | May 7     |
| RI Convention         | Jun 1 - 4 |
| Board Meeting         | Jun 4     |
| Step Down Luncheon    | Jun 29    |
|                       |           |

#### **Fundraisers**

Poinsettia Sales Delivery Date December 4, 2014

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

#### **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

# **Raffle Scholarship Donor**

April 24 - Rich Stewart

May 1 - Bill Gray

May 8 - Ken Kagan

May 15 - John Masterson

May 22 - Bob Noville

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www.RotaryVenturaEast.org • www.RCVEConcert.com R.I.: www.rotary.org • District 5240: www.rotarydistrict5240.org

# Message from our RI President Ron Burton

Dear fellow Rotarians,

Our goal in 2013-14 is to Engage Rotary, Change Lives . All of us know that Rotary has incredible potential to do good work. It's time to recognize how much more we could be doing and start working on new ways to turn that potential into reality. We're going to do this by engaging Rotarians – by getting them involved, by getting them inspired, and by making sure that all Rotarians know just what a gift they have in Rotary.

We're going to make sure that the work we do in Rotary is solid, effective, and sustainable. And we're going to make sure that Rotary itself will last – by committing to our goal of 1.3 million Rotarians in our clubs by the year 2015.

That goal is a little different from membership goals we've had in the past. The goal isn't just bringing in new members. The goal is growing Rotary. The goal is making Rotary bigger, not just with more members, but with more involved, engaged, motivated members who will be the ones to lead us into our future.

Each of us has our own reason for joining Rotary – but I believe we all want to make a difference. We all want to be doing something meaningful. That is absolutely essential for us to remember when we talk about membership.

We're not asking just anyone to join Rotary. We're looking to attract busy, successful, motivated people who care. We're asking them to take their valuable time and give it to Rotary. So if they say yes, and they come and join our club, then we'd better be showing them that their time in Rotary is well spent.

We have to make sure that every Rotarian, in every club, has a meaningful job – one that makes a real difference to the club and the community. Because when you're doing something meaningful in Rotary, Rotary is meaningful to you.

In Rotary, we all have something to give. At every stage of our lives and our careers, Rotary has something for all of us – a way to let us do more, be more, and give more. Rotary gives our lives more meaning, more purpose, and greater satisfaction. And the more we give through Rotary, the more Rotary gives back to us in return.

#### 2013 - 2014 Club Board of Directors

| Tim Hughes          | President          |
|---------------------|--------------------|
| Dave Andersson      | President Elect    |
| Jordan Eller        | Past President     |
| Wendy Pazen         | Secretary          |
| Todd Juvonen        |                    |
| Carol Marquez-Olson | Sergeant at Arms   |
|                     | Director 2011-2014 |
| Vance Thompson      | Director 2011-2014 |
| Ken Kagan           | Director 2012-2015 |
| Laura Shannon       |                    |
| Bruce McGee         | Director 2013-2016 |
| Bob Pazen           | Director 2013-2016 |

#### **Avenues of Service Directors**

| Dave Anderson | Club Service          |
|---------------|-----------------------|
| Joe Strohman  | Vocational Service    |
|               | Community Service     |
|               | New Generations       |
| Judy Hoag     | International Service |
|               | 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 |
| Jim Bell               | 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                   |
|                        | 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 April 17, 2014

Reported by Jeff Hata



John Borneman led us in a song.

President Tim rang the bell and invited everybody to enjoy lunch, guests and visiting Rotarians please go first.

Jim Emch led us in the Salute to the Flag.

John Borneman led us in a song.

President Tim reminded us about the club social at Discovery on April 24th.

Midge Stork annouced that our raffle prize was a \$50 Costco gift card donated by Tom Swan

Rocky Ludes discussed Bob Beckwith's upcoming memorial service.

Bruce McGee reminded the BBQ team about the BBQ team meeting after our club meeting.

We have two BBQ's coming up. The first is on May 3rd - The Ventura Beach Festival and the second is May 4th for the Horse Rescue.

President Tim awarded Josh Cerasulo with his blue badge.

Joe Strohman then awarded our 4-Way Test essay contest winners with thier awards.

Joe thanked Bruce McGee, Harriet Clune and Tom Swan for helping Joe



P.E.N. Bruce McGee talked about upcoming BBQ's.

review the essays. Joe also thanked teachers Amanda Edgar and Emily Zalanek for helping at the school.

Our third place winner was Summer who is a 6th grader. In her spare time Summer helps pick crops for FoodShare. Summer was awarded \$100 for third place.

Coming in second place was Mattie. Mattie is a 7th grader who is involved in sports. Mattie was awarded \$!50 for second place.

Our first place winner was Cammie who is also a 6th

grader. Cammie does missoin trips to Mexico. Cammie was awarded \$250 for first place.

Congratulations to our winners and for coming in first place, Cammie's essay was forwarded to the district for judging in the district essay contest.

P.E. Dave Anderson is



4-Way Test Essay contest
I-r President Tim Hughes, Cammie, Mattie,
Summer and Joe Strohman

looking for a few board positions to fill for next year. If you are interested in being Community Service Director, Secretary or Program Chair next year, please talk to Dave.

Midge conducted the raffle drawing and our lucky winner was Bruce McGee

# Alumni award winners turn heads with unique accomplishments

Maya Ajmera founded the Global Fund for Children in 1993 to provide seed money to community-based organizations that help at-risk children across the world. Since then, GFC has awarded more than \$32 million in grants to over 600 organizations in 80 countries, improving the lives of millions of children – from educating AIDS orphans in Uganda to conducting so-called curbside classrooms for waste pickers in Cambodia.

"Education is the key to getting human beings out of poverty," says Ajmera, whose studies at St. Xavier's College in Mumbai were sponsored by the Rotary Club of China Lake in California. "Community-based organizations are probably the most creative in being able to find the most marginalized children and provide education that is meaningful and makes sense in their lives."



Maya Ajmera visits a shelter for abandoned girls in Chennai, India. The Global Fund for Children, which she founded, provides seed funding to organizations that educate children and protect their rights. Photo Credit: Photo courtesy of Maya Ajmera

In recognition of her work, Ajmera was chosen by The Rotary Foundation Trustees to receive the 2013-14 Rotary Foundation Global Alumni Service to Humanity Award. She will receive the honor at the Rotary International Convention in Sydney on 3 June.

Ajmera credits extraordinary leadership at the grassroots level, combined with the ability and willingness to work as partners, for GFC's success. "Trust is really important," she says. "You also need good ways of measuring outcomes: how many kids got educated, how many were kept off the streets, how many got psychosocial counseling."

Nowhere was the need for leadership and trust more evident than in Afghanistan in the 1990s. GFC awarded \$5,000 to the Afghan Institute for Learning to fund the secret education of 600 girls. Even after the September 11 attacks, GFC continued its support, including a \$25,000 sustainability grant to establish a reserve fund. Today, the institute reaches more than 400,000 women and children annually with education and health care. GFC has also released over 30 children's books, including "Children from Australia to Zimbabwe," co-authored by Ajmera, of which a portion of the proceeds from sales support the organization's grant making. And it's invested in documentary films like "War Child," which tells the story of hip hop artist Emmanuel Jal, a former child soldier in Sudan's brutal civil war. Jal spoke at the Rotary World Peace Symposium in Bangkok in 2012.

Alumni, cont'd on page 5

Rotary Club of Ventura-East on social media ...



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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 Monday The Glen Tavern Inn Ojai West 7:00 am Tuesday Soule Park GC Camarillo Breakfast 7:00 am Tuesday Spanish HIIIs 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 12:00 pm Camarillo Wednesday Camarillo Center for Spiritual Living Oxnard Sunrise 7:30 am Thrusday Tomas Cafe Fillmore 12:05 pm Thursday The Fillmore & Western Train 12:00 pm Friday Soule Park GC





#### **Wendy Pazen**

Office Manager

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



Ajmera stepped down as GFC's president in 2011. She is now a visiting scholar and professional lecturer at the Paul H. Nitze School of Advanced International Studies at Johns Hopkins University in Washington, D.C., and social entrepreneur in residence and visiting professor of the practice of public policy at Duke University in Durham, North Carolina.

"For me, Rotary was an incredible inspiration," says Ajmera, adding that without the scholarship there wouldn't be a Global Fund for Children. "The scholarship fed my soul."

#### Alumni association helping to end polio

The alumni association of District 3020 in India can take pride in knowing they helped make history. On 27 March, the World Health Organization certified that Southeast Asia, which includes India, had eradicated polio.

"[The association's] members actively participated in National Immunization Days and contributed liberally to The Rotary Foundation and polio eradication," says S.R. Yogananda, a regional Rotary Foundation coordinator.

In recognition of their humanitarian work, the association has been selected to receive the 2013-14 Rotary Foundation Alumni Association of the Year Award. The award will be presented to K. Soma Sundera Sai, founder and longtime president of the association, and other association members at the Rotary Alumni Celebration in Sydney on 31 May.

Many of the members are Rotarians who have been involved in grantfunded service projects, from establishing an orphanage in India to creating a sustainable health care program for schoolchildren in Thailand.

Sai says association members are all about staying connected – to each other, their communities, and Rotary.

"Once I realized the value and potential of the alumni to Rotary and its Foundation, it became a part of my life," says Sai.

Dan Nixon Rotary News 18-Apr-2014

"I have six locks on my door all in a row. When I go out, I lock every other one. I figure no matter how long somebody stands there picking the locks, they are always locking three."

- Elayne Boosler





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# **Weekly Raffle**

Our raffle prize this week was a \$50 Smart & Final gift card donated by Tom Swan.

Our lucky winner today was Bruce McGee.

Midge announced that we have raised \$3,625 so far this year which will go towards scholarships this spring.

Congratulations to Bruce and thank you to Tom Swan for your generous donation.

805/652-5625

**Community Memorial Health System** 

Where Excellence Begins with Caring

John Masterson

Vice President Community Relations

> 147 N. Brent St. Ventura, CA 93003

**Do-it-yourself libraries** 



The Peace Project, a community organization in Nicaragua supported by the Rotary Club of Keyser, West Virginia, USA, installed this library in partnership with the Los Angeles-based nonprofit Wishful Thinking.

Photo Credit: Photos courtesy of Little Free Library

When the editors at Reader's Digest made a list of the "50 Surprising Reasons We Love America" for their July 2013 cover story, they placed Bruce Springsteen and Jon Bon Jovi at No. 50, Bill Gates at No. 25, and at No. 11, sandwiched between sliced bread and tumbleweeds, was Little Free Library, a homespun-tribute-turned-international-phenomenon started by Rotary member Todd Bol.

People in 55 countries have installed more than 16,000 Lilliputian lending libraries, run on the premise of "take a book, return a book," since Bol built his first in 2009 in memory of his mother, a teacher who loved to read. Called an "international movement" by the New York Times and a "global sensation" by the Huffington Post, the libraries have garnered coverage from media outlets including Japanese public television and French and Italian fashion magazines.

Participation is simple: Mount a wooden box (many of them look like birdhouses) on a post in front of your home, workplace, or school. Fill it with books. Delight as neighbors stop by to browse your selections or leave books of their own.

Bibliophiles aren't the only ones willing to trade a patch of lawn for a box of books. Bol, of Hudson, Wisconsin, calls Little Free Library "a new canvas for community groups" – such as artists in New York City, who held a competition to design the boxes; inmates at a Wisconsin prison, who are constructing them as part of vocational training and community service; and corporations, which are building them on service days to give back to their communities. Rotary and Rotaract clubs from the United States to Canada, Mauritius to Ghana, are installing the libraries

libraries, cont'd on page 8

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Chartered May 23, 1963

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

| District 02-10              |   |
|-----------------------------|---|
| Albee, Lee                  | Retired   |
| Anderson, David             | Architecture  |
| Beckwith, Robert E          | Office Equipment                                      |
| Borneman, John              | Songleading   |
| Canton, Rafael, M.D.        |   |
| Cerasuolo, Josh             | Professional Carpet Cleaning                          |
| Clune, Harriet              | Real Estate Management                                |
| Corliss, Andrew             | Broadcasting  |
| DuBois, Eric                | Funeral Director                                      |
| Eller, Jordan               | Ba <mark>nking,</mark> Mortgage Lendi <mark>ng</mark> |
| Emch, James H., C.P.A.      |   |
| Gallagher, Devere L. (Pete) |   |
| Gallagher, Richard          |   |
| Gill, Floyd                 | Banking   |
| Gonzalez, Jesse             | Automotive, Repair & Sales                            |
| Gray, Bill                  | Property Management                                   |
| Hashbarger, Tom             | Health Services                                       |
| Hata, Jeff                  | Printing  |
| Hertel, Ronald              |   |
| Hicks, William              |   |
| Hishmeh, Husam              | Restaurateur, Franchisee                              |
| Hoag, Judith                |   |
| Hoag, Will                  | Honorary Member                                       |
| Hughes, Tim                 |   |
| Jimenez, Richard            | Honorary Memb <mark>er</mark>                         |
| Juvonen, Todd               | Financial Services                                    |
| Kagan, Kenneth              |   |
| Kruetz, Nicole              | Banking   |
| Lindsay, Jan Corwin, C.P.A. |   |
| Ludes, Rocky                | CPA Tax   |
| Lynn, Robert                | Jewelry   |
| Marquez-Olson, Carol        | Travel Agency   |
| Marsh, Sam                  | Secondary Education                                   |
| Masterson, John A           |   |
| McGee, Bruce                |   |
| Norman, Richard M           |   |
| Norstedt, Chris             | Honorary Member                                       |

| Noville, Robert               | Civil Engineering (Retired)     |
|-------------------------------|---------------------------------|
| Pazen, Robert L., O.D.        | Optometry                       |
| Pazen, Wendy                  | Office Management               |
| Polito, Ron                   | Commercial Real Estate          |
| Ponce De Leon, Augie          | Honorary Member                 |
| Potts, Cari Ann               | Attorney                        |
| Shannon, Laura                | Wholesale Pet Supply            |
| 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, Allison             | CPA                             |
| Thompson, Vance, CLU, ChFC    |                                 |
| Turner, Donna                 | Honorary Member                 |
| Wadd <mark>ell, Sa</mark> ndy | Contractor-Portable Buildings   |
| Widders, Monte L              |                                 |
| Whitman, Diana                | Honorary Member                 |
| Word, Jim                     | Department Store                |
| Yuncker, Chuck                | Honorary Member                 |

in their areas too.

About three-quarters of the operators build their own libraries; plans are available on the nonprofit's website, www. littlefreelibrary.org. The rest purchase readymade ones for \$175 and up, depending on the model. The proceeds fund the staff, website, and educational outreach, as well as the organization's programs to build more libraries for people in need.

#### Social entrepreneurs

Bol became friends with Rick Brooks, an expert in community development, around the same time that he created his first library, a miniature red schoolhouse. The two kicked around ideas for social entrepreneurial opportunities and kept coming back to Bol's library. "We knew there was genuine interest in this," says Brooks, co-founder of Little Free Library. Bol, who had built several more and given them away, could no longer keep up with demand. He hired an Amish carpenter as the primary craftsman.

As the libraries gained attention, they began appearing everywhere. Bol and Brooks set a goal of creating 2,510 libraries – one more than philanthropist Andrew Carnegie, who used his fortune to found libraries around the world. They hit that number in August 2012, a year and a half before their target date. Today, Bol and Brooks are looking for ways to harness the worldwide enthusiasm for the idea into a movement that goes beyond individual homeowners. "How do we use that energy to foster better relationships, improve literacy, and get neighbors to talk to one another?" Bol asks.

One way they're accomplishing this can be found at the Minneapolis/St. Paul chapter headquarters of Little Brothers – Friends of the Elderly, where a library was recently erected. It's the first in a new partnership between Little Free Library and AARP to reach isolated elders.

"It's a gathering place. It's the perfect place for a library," says Jay Haapala, AARP associate state director for community outreach, of the new library. "Neighbors can come over, too, and find out what goes on here." As if on cue, an older gentleman walking by spots the blue and taupe library and strikes up a conversation with Greg Voss, Little Brothers executive director. "This is big for us," Voss says later. "We'll get some traffic. It will be more people at our doorstep."

#### A growing phenomenon

Little Free Library also has launched programs focused on Africa (Rotarians already have begun installing the libraries in Ghana) and on the 11,000 small U.S. towns without a public library. "Me and a shovel aren't going to do it ourselves," Bol says. "I can't think of anybody better than Rotarians. You guys could build a library in every small town in two months."

The Rotary Club of Fort Wayne, Indiana, is installing 100 miniature libraries to celebrate its 100th anniversary in June 2015. Just hours after the local newspaper ran an article about the first one, the club received six phone calls from people interested in participating. The club is paying the fee to register the boxes with Little Free Library; the signs for the libraries are personalized with the club's name. "The response has been overwhelming," says Candace Schuler, who is heading up the project. "People tell me, 'I want one of these in my community.' There's no doubt we're going to exceed our goal."

In November, Bol attended the National Book Awards; Little Free Library was among the winners of the National Book Foundation's 2013 Innovations in Reading Prize. Library Journal named him and Brooks "Movers and Shakers" for the year.

"I just feel fortunate that this happened," he says. "I feel like I discovered the Tin Man on the Yellow Brick Road, and I put in some oil and he started dancing. And I had the great pleasure to have been the person who put the oil in."

By Diana Schoberg Adapted from a story in the March 2014 issue of The Rotarian 24-Mar-2014

