



The Rotary Club
of Ventura-East

The Breeze

Editor: Jeff Hata
Volume LI, Number 42

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata
May 22, 2014

Programs

Program Chair: Robert Pazen

May 22, 2014

Bake Sale

May 29, 2014

TBA

June 5, 2014

Scholarships

June 12, 2014

Knowing Jacques Cousteau - Margery Spielman

Greeter

May 22 - TBA

May 29 - Ken Kagan

June 5 - Wendy Pazen

June 12 - TBA

June 19 - TBA

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

Club Events

Important Dates

RI Convention..... Jun 1 - 4
Board Meeting.....Jun 4
Step Down Luncheon.....Jun 29

Raffle Scholarship Donor

May 22 - Bob Noville

May 29 - Husah Hishmeh

June 5 - Jordan Eller

June 12 - Dick Gallagher

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Web Addresses

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	Treasurer
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.....	Director 2011-2014
Vance Thompson.....	Director 2011-2014
Ken Kagan.....	Director 2012-2015
Laura Shannon.....	Director 2012-2015
Bruce McGee.....	Director 2013-2016
Bob Pazen.....	Director 2013-2016

Avenues of Service Directors

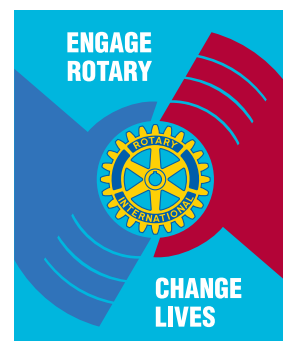
Dave Anderson.....	Club Service
Joe Strohmman	Vocational Service
.....	Community Service
Jeff Hata	New Generations
Judy Hoag	International Service
Mark Smith	Interact

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
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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 May 15, 2014

Reported by Jeff Hata



President Tim presented Amy Bailey, Ventura Family YMCA Executive Director, with a \$5,000 check to continue funding of Operation Splash.

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

President Tim thanked Jordan Eller for greeting.

Rocky Ludes led us in the Flag Salute.

John Masterson gave us an update on Mark Smith. John said that Mark is in good spirits and appreciated the card from the club very much. Mark is in good spirits, but is still asking for no guests.

President Tim gave a

prayer for Mark Smith.

PE Dave Anderson introduced guests and visiting Rotarians.

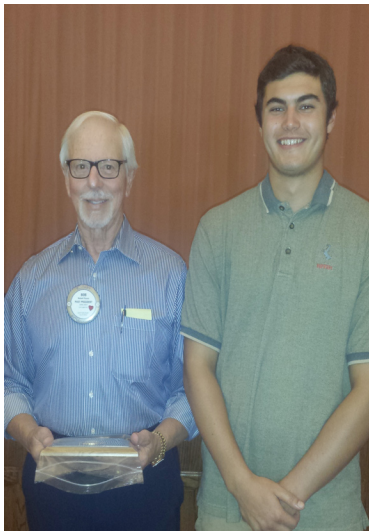
Guests of the club were Rachel Benjamin and Maria Lopez. Guest of Jeff Hata was Amy Bailey. Visiting Rotarian was Wayne Hampton.

President Tim asked Amy Bailey to come forward and presented Amy with a \$5,000 to help fund Operation Splash. Amy spoke briefly explaining what a great program Operation Splash has turned into and how grateful the YMCA is for our continued support of this program. As in Rotary, YMCA directors have their “Ah-Ha” moments and Amy explained that Operation Splash was her “Ah-Ha” moment at the Y.

John Borneman led us in a song

Joe Strohman, with the help of Natalie Debbas, presented Student of the Quarter awards.

The first recipient was Cory Lopez and Cory’s award was sponsored by Bob Pazen. Our second recipient was Nikki Perez and Nikki’s award was sponsored by Ken Kagan.



Bob Pazen with Student of the Quarter Cory Lopez

Joe Strohman also announced that our 4 Way Test Essay winner placed 3rd in the District contest.

Bruce McGee has a BBQ coming up on May 31st and needs 4 or 5 people to help.

Tim’s daughter had a baby girl last week. During the birthing classes the instructor told the women that exercise, walking was good for them. The instructor then said “Gentlemen, remember you are in this together.” Tim’s son in law then raised his hand and asked the instructor if it was OK if his wife carried the golf clubs?

Happy \$’s: Tom Hashbarger, Jeff Hata, Rocky Ludes and Midge Stork.

Midge conducted the raffle and our lucky winner was Sam Marsh.



Student of the Quarter Nikki Perez with Ken Kagan.

Rotary project creates cookbook for the visually impaired

A woman with a black apron is stirring tomatoes into a pan of vegetables in Bursa, Turkey. Visually impaired, she is being helped by an assistant, who is a spouse of a Turkish Rotary member.

Elsewhere in the kitchen, other cooks and Rotary spouses are preparing meatballs, slicing and peeling eggplants, and measuring out cookie dough. At a table in an adjacent dining area, a man is reading a recipe from a Braille cookbook.

The cookbook, “Good Smells From the Kitchen,” has enabled many members of the Library of Turkey for the Visually Disabled to enter the kitchen with new confidence.

“For the first time I made lentil meatballs,” says Söheyla Karayalçın, a book recipient. “I had never done it before. I let others taste it, it was nice. I am very excited to have a special recipe book for us [people with

cookbook, cont’d on page 4



A participant receives instruction chopping ingredients during a cooking course for the visually impaired in Izmir, Turkey. Photo Credit: Figen Ertas

visual impairments].”

The activity is part of a project by Rotary members in western Turkey, who have partnered with the library to produce the country’s first cookbook for the visually impaired, printed in Braille and recorded on audio CD. Several dozen copies of the book have rolled off the library’s presses and have been recorded in the library’s studio, and given free to library members. Additional copies are printed as Rotary members secure funding and line up new sponsors.

Günes Ertas says fellow Rotary club members came up with the idea after they had helped the library purchase Braille machines and other equipment through Rotary grants. Ertas’s wife, Figen, collected more than 100 recipes.

“We asked for recipes from Rotary spouses living in the areas from Canakkale to Fethiye,” Figen says. “We asked them to empathize with persons with visual impairments before sending recipes. There would not be any sentences like ‘add flour until the mixture comes together’; the recipes would be precise. We did not want to have measures in grams. Instead we asked for adjustable measures like tea cups and spoons.”

A committee made up of a food engineer, a dietitian, several recipe contributors, and library users tested each recipe before selecting 100. Bursa chef Omur Akkor cooked each recipe with his eyes closed and made further adjustments.

cookbook, cont'd on page 5

Rotary Club of Ventura-East

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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

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Wendy Pazen

Office Manager

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Optometry
801 South Victoria Avenue
Ventura, CA 93003
805/650-2020
Fax: 805/650-2024



"I came across an interesting description to dice a carrot in the book," says Karayalçin. "It says slice like a backgammon dice since not everybody may know what a cube is, but everybody knows the size of a backgammon dice. I usually do not spend much time in the kitchen, but thanks to this book I am more interested in cooking."

The recipes are divided into categories including soups, salads, starters, vegetables, main dishes, desserts, pastry, and bread. While the cookbooks were coming off the library's printers, Rotary spouses recorded the recipes for the audio version in a recording studio.

Four cooking courses were held in Izmir and Bursa to give library members a chance to practice the recipes. They were each given a free copy of the book and cooking utensils. Another course was organized by Rotary spouses in Balikeshir in December for children with visual impairments and their mothers.

The cookbook won first place among all Turkish entries in the Gourmand World Cookbook Awards in the categories of Best Innovative Cookbook and Best Charity Cookbook. It now advances to the world finals in Beijing. Günes says he and his wife plan to attend the award ceremony in May.

The project has also been featured on Turkish television and was selected by the Sabanci Foundation as one of its 100 changemaker projects. Günes says Rotary members continue to seek new sponsors to print additional copies of the cookbook, which costs \$150. The name of sponsors are included on an inside page.

"This book is the first of its kind in Turkey," Günes says. "That's what makes this project special. That and a lot of people were involved. It shows what can be done in Rotary through collaboration."

By Arnold R. Grahl
Rotary News
16-May-2014

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Weekly Raffle

Our raffle prize this week was donated by John Masterson.

Our lucky winner today was Sam Marsh.

Congratulations to Sam Marsh and thank you to John Masterson for your generous donation.



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How Rotary Ideas is changing the landscape of crowdsourcing

Lina Aurelio and Peter Audino had something the other one wanted. Rotary Ideas helped them find each other.

Aurelio's club was looking for \$3,000 to buy eyeglasses for needy children in the Philippines. Audino's club, located in the United States, had exactly that much money earmarked for an international service project.

"We searched Rotary Ideas for a project that fit our budget, one we thought would be effective if supported," says Audino, international projects committee chair for the Rotary Club of Hyannis in Massachusetts. The eye project in the Philippines met their criteria so they contacted them. "We're very happy with our choice," he adds.

More than 300 schoolchildren at two elementary schools in Caloocan City received eye exams and new glasses because of the partnership forged through Rotary Ideas. It marks the first project to be fully funded and completed using Rotary's crowdsourcing platform.

Rotary Ideas helps clubs connect for funding, volunteers, partnerships, and in-kind donations. Where once they had to rely on Rotary to make this connection -- either through ProjectLINK or by phone or email -- clubs can now post their needs and find projects to support themselves. More than 83 projects have been featured on Rotary Ideas since it launched in August 2013.

And unlike other crowdfunding sites, such as Kickstarter and Indiegogo, Rotary Ideas emphasizes partnerships over simply funding.


"Most crowdfunding tools are only about getting money," says Kristin Brown, service connections manager at Rotary International. "With Rotary Ideas, we're expanding that concept to provide a platform for matching clubs to donors, volunteers, and partnerships."

Throughout the eye project, Aurelio, who serves as Foundation chair for the Rotary Club of Sampaguita-Grace Park in Makati City, sent Audino and his club updates and photos showing students taking eye exams and wearing their new glasses. Both Audino and Aurelio agree they will continue to use Rotary Ideas to find support for their own projects as well as to help other clubs.

"Rotary Ideas helped us show Rotarians abroad the urgent needs of children whose parents can't afford to pay for eyeglasses," says Aurelio, whose club has posted other projects on Rotary Ideas with similar success. "We're thankful for this new website," she says.

By Daniela Garcia

Rotary News
9-May-2014




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

Chartered May 23, 1963

District 5240

Albee, Lee	Retired	Pazen, Wendy	Office Management
Anderson, David	Architecture	Polito, Ron	Commercial Real Estate
Bomeman, John	Songleading	Ponce De Leon, Augie	Honorary Member
Canton, Rafael, M.D.	Psychiatry	Potts, Cari Ann	Attorney
Cerasuolo, Josh	Professional Carpet Cleaning	Shannon, Laura	Wholesale Pet Supply
Clune, Harriet	Real Estate Management	Shilton, Thomas E.	Pharmacy
Corliss, Andrew	Broadcasting	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
Gill, Floyd	Banking	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
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Hoag, Judith	Real Estate Sales, Residential	Yuncker, Chuck	Honorary Member
Hoag, Will	Honorary Member		
Hughes, Tim	Real Estate Sales, Residential		
Jimenez, Richard	Honorary Member		
Juvonen, Todd	Financial Services		
Kagan, Kenneth	CPA		
Kruetz, Nicole	Banking		
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	Wholesale Foods		
Norman, Richard M.	Trial Law		
Norstedt, Chris	Honorary Member		
Noville, Robert	Civil Engineering (Retired)		
Pazen, Robert L., O.D.	Optometry		