



The Rotary Club
of Ventura-East

The Breeze

Editor: Jeff Hata
Volume LII, Number 7

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata
August 14, 2014

Programs

Program Chair: Joe Strohman / Ken Kagan

August 14, 2014

Consumer & Credit Fraud - Howard Wise

August 21, 2014

Museum of Ventura - Myron Freedman

August 28, 2014

TBA

September 4, 2014

District Governor's Official Visit - Loretta Butts

Greeter

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	2nd Wed. 5:30 Mimi's Cafe
International Service	TBD

Avenues of Service Meetings

Marketing	TBD
Membership	TBD

Club Events

Important Dates

Master PRLS 3	Aug 23
President Elect Retreat.....	Sep 12 - 13
District Conference.....	Oct 3 - 5
Poinsettia Delivery Day	Dec 4

Raffle Scholarship Donor

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Web Addresses

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

Presidents Message ...



**P.D.G. Jan Corwin
Lindsay**

It is with a heavy heart that I must share the news that our friend and colleague Jan Lindsay has passed on.

He died in the early hours Wednesday morning, August 13, 2014, with Pam at his side, at Cedars-Sinai Medical Center in Los Angeles.

Jan was with fellow Rotarians and young Nicaraguan students at the RYLA event in the mountains of Nicaragua just three weeks ago - actively doing what he loved. His visit was cut short after he began to experience extreme headaches,

and was rushed back to Los Angeles.

Jan has touched the lives of so many people, both in our local area, throughout the region, and indeed worldwide. He has been a good friend and mentor to many, and an energetic advocate, innovator and worker in the fight to end poverty throughout the world.

We are deeply saddened by the loss of our friend Jan, and will miss him greatly.

Dave Anderson
President, Ventura Club of Rotary East

2014 - 2015 Club Board of Directors

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Tim Hughes	Past President
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Alison Thompson	Treasurer
Dick Gallagher	Sergeant at Arms
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Ken Kagan	Director 2012-2015
.....	Director 2013-2016
Laura Shannon	Director 2013-2016
.....	Director 2014-2017
.....	Director 2014-2017

Avenues of Service Directors

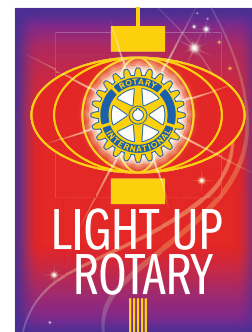
Bruce McGee	Club Service
Joe Strohmman	Vocational Service
Nicole Kreutz/Floyd Gill	Community Service
Jeff Hata	Youth Service
Judy Hoag	International Service

Rotary International Officers

Paul P. Harris	Founder of Rotary
Gary C.K. Huang	President, Rotary International
Loretta Butts	Governor, R.I. District 5240
Jim Bell	Governor Elect, R.I. District 5240
.....	Governor Nominee District 5240
Sally Adelblue	P.D.G. 2005-2006
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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
Jack McClenahan	P.D.G. 2014-2015

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 7, 2014

Reported by Jeff Hata



Past President Tim Hughes presented Bob Pazen with Rotary International's Avenues of Service Citation.

President Dave told us that Joe Strohman was organizing our programs for the first third of the year and that Ken Kagan would do the second third of the year. We need someone to take on the last third of the year.

We did not have a raffle drawing today.

John Borneman led us in a song.

Tim Hughes gave our Inspiration today and also passed out a few awards.

Tim presented Todd Juvonen with a Paul Harris Fellow. Then Tim presented Bob Pazen with Rotary International's Avenues of Service Citation! Both awards were much deserved.

Ron Polito gave a joke of the day then John Masterson told us another joke for the day!!!

President Dave asked that whoever unlocks the supply cabinet to please lock it after you are done.

When our speakers need a projector Todd Juvonen is the one who sets up the projector, but we could use a few more people to help with this. Please see Dave or Todd if you can help with this.

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

Joe Strohman then led us in the Flag Salute.

President Dave thanked our greeter, Bob Pazen, and our attendance taker Todd Juvonen.

Carol Marquez introduced our guests and visiting Rotarians. Visiting from Ojai was Alan Jacobs. Guest of Tim Hughes was Chuck Terra.

Tom Swan announced his free social security seminar.

There was a brief report on the BBQ we did for the Ventura Chamber of Commerce last week.

International Service - Judy Hoag reported that we are planning a trip to Nicaragua in November. Judy visited Jan Lindsay in the hospital and Jan is resting peacefully.

Youth Service - Jeff Hata reported that we have been unable to find host families for our incoming student Antonia but a family in Ojai is willing to host. We will be co-hosting with Ojai-West this year.

RYLA - Bill Spellman reported that we will be sending 6 students this year which will include our exchange student Antonia and Ken Kagan's daughter Sarah.

Happy \$'s: Tim Hughes, Bill Spellman, Wendy Pazen, Sam Marsh and Ron Polito.

Clubs breaking down barriers to clean water in Ghana



Rotary club members Craig Sorensen and Marty Hatala pose with residents and the first supply of water brought to the village of Adevukope. Photo Credit: Courtesy of Craig Sorensen

When Marty Hatala, a member of the Rotary Club of Boaz, Alabama, first traveled to Ghana in 2010 to volunteer at a local orphanage, he saw how local communities struggled to find clean water.

Though at least 80 percent of the country's population has access to improved water sources, according to UNICEF, 5 million Ghanaians still use water from unsafe sources. That leaves a significant part of the country's population susceptible to a range of diseases. Worldwide, one out of every five deaths among those under the age of five is caused by water-related diseases.

Ghana, cont'd on page 4

Hatala's experiences in Ghana led to a series of joint projects between the Rotary Club of Boaz and the Rotary Club of Alabaster-Pelham, also in Alabama. For their first two projects, members installed two water wells in Aflao, a town in the Volta region. And more recently, they joined forces with two other Alabama clubs to provide clean water, but also to significantly reduce the time and effort that go into finding and fetching water. According to United Nations worldwide statistics, up to 40 billion hours a year are spent fetching water, primarily by women and children.

"People in this area would normally walk a minimum of 2 to 7 miles looking for water, depending on when the last rain was," Hatala says. "Water not only gives them a chance for life but saves hours and hours for a mother and her children every day."

With the help of local community leader Emmanuel Fiagbedzi, Hatala says they were directed to Afife, a region that had something Aflao did not: an existing water source that could be tapped with a distribution system. The Rotarians installed pipe stands in nine villages and in places deemed important to the participating communities, including a common market, a boarding home, a school, and a poultry farm.

Craig Sorensen, president of the Alabaster-Pelham club, applied his expertise in water and waste management, while Hatala met with village leaders to keep them informed and involved in the project. With the cooperation of local leaders, who offered to provide the manual labor to extend the pipelines to their villages, the project reached nine villages instead of the planned six.

"Based upon the communications and relationships and what we had learned from the first two projects, we discovered that we could run a line from a different water source that had lots of capacity, and we could extend the reach of the well via pipelines to these remote villagers, for about the same price as our first two projects," Sorensen says.

Although the water distribution project wrapped up in early March, Sorensen says all the clubs involved are planning a fourth project and considering water sources in other regions. Their overall goal continues to be to improve the lives of as many people as possible.

"It was really rewarding to create a difference in the lives of the villagers there, and their families and their future families," Sorensen says. "This project, and the fact that they have water available to them in more locations, is going to impact other issues, from health to education to income and time available. It's just going to be a game changer for those villages. I tell people that we've impacted generations."

By Daniela Garcia
Rotary News
12-Aug-2014

Rotary Club of Ventura-East

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Clubs Nearby ...

Ventura-South	12:00 pm	Monday	Wedgewood Banquet Center
Santa Paula	12:00 pm	Monday	The Glen Tavern Inn
Ojai West	7:00 am	Tuesday	Soule Park GC
Camarillo Breakfast	7:00 am	Tuesday	Spanish Hills 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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Rotary Club of Ventura-East on social media ...



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Optometry
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Ventura, CA 93003
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Fax: 805/650-2024



Secrets of a successful crowdsourcing campaign



*U.S. Rotary members Calvin and Rachel Litwiller of Mt. Pleasant, Iowa, volunteer in Zambia for Building Homes for AIDS Orphans in Africa. The project is attracting support through its post on the Rotary Ideas crowdsourcing site.
Photo Credit: Courtesy of Building Homes for AIDS Orphans in Africa, a Rotary Ideas project*

In case you haven't heard, a man raised nearly \$60,000 to make potato salad as a spoof on a popular fundraising site. If he can do that, a campaign to raise money for feeding hungry children or building a school in a war-torn country should be a snap, right?

Wrong. The Internet is littered with humanitarians struggling to raise the money and gather the resources for projects that could make a positive impact in the world.

So, what is the secret to a successful crowdsourcing campaign? It's simple, really: make it easy to give. Here are some ways you can make it easy for supporters to back your project.

Use **Rotary Ideas**. Rotary's crowdsourcing tool makes it easy for those who have money, time, or supplies to find projects they want to be a part of. It's also easy for you, the project planner, to post a project.

"We've gotten eight volunteers to help build huts for AIDS orphans using Rotary Ideas," says Paula Winland Van Zyl, a member of the Rotary Club of Livingstone in Zambia. Where Van Zyl lives, access to the Internet is spotty at best, so she relies on Rotary Ideas to promote her project. "Being on the site has really helped us find the volunteers we so desperately need."

crowdsourcing, cont'd on page 6

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Judy Hoag



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MLS 

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

Weekly Raffle

We did not have a raffle today.

<div style="text-align: center;">  <p>Community Memorial Health System <i>Where Excellence Begins with Caring</i></p> <p>John Masterson Vice President Community Relations</p> <p>805/652-5625 805/667-2895 FAX jmasterson@cmhhospital.org</p> <p style="text-align: right;">147 N. Brent St. Ventura, CA 93003</p> </div>	<div style="text-align: center;"> <p>ALISON THOMPSON Certified Public Accountant</p> <p>LINDSAY and COMPANY Certified Public Accountant</p>  <p>770 County Square Drive, Suite 102 Ventura, California 93003 (805) 650-5915 FAX (805) 650-1334 alison@lindsayandcompanycpa.com</p> </div>
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Add a PayPal account. Instead of requesting one large contribution, suggest smaller amounts, and give donors an idea of how the money will be used. Offer an online payment option, like PayPal, to make it easy to donate small amounts to your project.

Find a partner. Some projects are just too big for one club. If you need more than \$1,000 to carry out your club's service project, consider using the Partner option in Rotary Ideas and make it easy for potential partners to find you. You can add as many Partner requests as you need. What's more, projects seeking partners could be featured on the Rotary Ideas landing page or in Rotary's publications.

Write inspiring descriptions. Write a project description that inspires but doesn't overwhelm potential contributors. Easier said than done? Here are some tips for making your project's description easy to read -- and your project easy to support:

- Write as if you're talking to a friend or colleague; avoid corporate jargon and highly technical terms
- Break large blocks of text into shorter paragraphs of one or two sentences
- Use section heads to make it easy to scan for the most important information
- Use bullet points for lists
- Don't use all caps
- Reread the description -- or better yet, have someone else read it -- for spelling and grammar errors

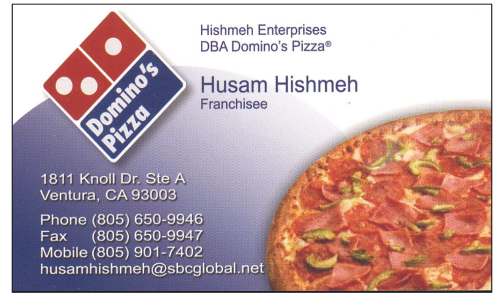
Define the project's goals. Set clear goals and identify the resources needed to achieve them. Again, short, well-written text that is organized into sections with bullet points can help supporters easily see what you're trying to achieve.

Take a picture. Make sure to include one with the project description to show potential donors what you want to do or, better yet, who will benefit. All photos should be free of copyright issues.

Say thank you. Immediately after receiving a contribution, thank the donor. Include information about any additional steps the donor must take to complete the contribution. Later, send progress reports on the project and details about additional funding needs. They just might be inspired to give again.

Take advantage of social media. Include a link to the Rotary Ideas campaign on your club's Facebook and Twitter pages. Share updates, including funds raised and support still needed. Add links to clubs' websites, newsletters, and email addresses.

crowdsourcing, cont'd on page 8



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

District 5240

Chartered May 23, 1963

Albee, Lee	Retired	Potts, Cari Ann.....	Attorney
Anderson, David	Architecture	Shannon, Laura	Wholesale Pet Supply
Borneman, John	Songleading	Shilton, Thomas E.	Pharmacy
Canton, Rafael, M.D.	Psychiatry	Spellman, William J., D.D.S.....	Prosthetic Dentistry
Clune, Harriet	Real Estate Management	Stewart, Richard E.....	Banking, Real Estate Loans
Corliss, Andrew.....	Broadcasting	Stork, Midge, CFP, CSPG	Financial Planning, Investments
Eller, Jordan.....	Banking, Mortgage Lending	Strohman, Joseph, Jr.....	Business Law
Emch, James H., C.P.A.	General Accounting	Swan, Thomas.....	Investment Advisor
Gallagher, Devere L. (Pete).....	Automobile Servicing	Thompson, Allison	CPA
Gallagher, Richard.....	Stock & Bond Sales	Thompson, Vance, CLU, ChFC	Insurance, Financial Planning
Gill, Floyd.....	Banking	Turner, Donna.....	Honorary Member
Gray, Bill	Property Management	Waddell, Sandy	Contractor-Portable Buildings
Hashbarger, Tom	Health Services	Widders, Monte L.....	General Law
Hata, Jeff	Printing	Whitman, Diana	Honorary Member
Hertel, Ronald.....	Real Estate Land Development	Word, Jim	Department Store
Hicks, William	Domestic Automobiles, Retail	Yuncker, Chuck.....	Honorary Member
Hishmeh, Husam.....	Restaurateur, Franchisee		
Hoag, Judith	Real Estate Sales, Residential		
Hoag, Will	Honorary Member		
Hughes, Tim	Real Estate Sales, Residential		
Juvonen, Todd	Financial Services		
Kagan, Kenneth.....	CPA		
Kreutz, 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		
Pazen, Wendy	Office Management		
Polito, Ron.....	Commercial Real Estate		
Ponce De Leon, Augie.....	Honorary Member		

Find a project to support

Learn how to use Rotary Ideas:

[Part 1: An Introduction to Rotary's crowdsourcing platform](#)

[Part 2: Posting a project seeking support](#)

[Part 3: Promoting posted projects](#)

[Part 4: Supporting a project](#)

By Maureen Vaught and Mohamed Shedou

Rotary News

7-Aug-2014