



The Rotary Club
of Ventura-East

The Breeze

Editor: Jeff Hata
Volume LII, Number 23

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata
December 18, 2014

Programs

Program Chair: Joe Strohmman / Ken Kagan

December 18, 2014

Joe Bova & Mellisa Wantz - Foothill Technology High School

December 25, 2014

Dark

January 1, 2014

Dark

January 8, 2014

Geoff Dean - Sheriff

Greeter

December 18 - 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	Sept. 9 6:00 Laura Shannon
New Generations	2nd Wed. 5:30 Mimi's Cafe
International Service	TBD

Avenues of Service Meetings

Marketing	TBD
Membership	TBD

Club Events

Important Dates

District Grants Webinar	Jan. 8
District Midterms (Oxnard).....	Jan. 17
Foundation Gala	Jan. 30
4th Annual STEPS Conference	Jan. 31

Raffle Scholarship Donor

December 18 - TBA

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Web Addresses

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

Presidents Message ...



Dave Anderson
President 2014-2015

I'd like to commend everyone in Rotary Club of Ventura East for your generous donation of time, money and effort towards the Club's humanitarian goals during the preceding year.

I can happily report that the Poinsettia project was a great success - with a preliminary figure of about \$9,500 in profits! Add to that the \$3,500 in net earnings from our BBQ events during the last six months.

These efforts, by you and your fellow club members, allow The Rotary Club of Ventura East to give back to the community in profound and meaningful ways.

I'll share the letter we received from Chuck Terra of Food Share (and one of our newest club members!):

"I would like to express a big thank you to you and our team at 'Rotary Ventura East' for sponsoring a tree at the 2014 CAN-tree event at The Collection Riverpark. This year's event was a huge success in that we more than doubled the number of trees from last year. The success of this year's event could only happen because of partnerships like yours. FOOD Share will have plenty of food this holiday season for people in our community. I am attaching a picture of the tree our team built. Again thank you and I look forward to talking with you soon."

Regards,
Chuck Terra
Resource Development Manager
FOOD Share Inc.

It is a pleasure working with each of you as fellow Rotarians. I wish you all the best of Holiday Cheer!!

Dave

2014 - 2015 Club Board of Directors

Dave AndersonPresident
Bruce McGeePresident Elect
Tim Hughes Past President
Tom Hashbarger Secretary
Alison Thompson Treasurer
Dick Gallagher Sergeant at Arms
..... Director 2012-2015
Ken Kagan Director 2012-2015
..... Director 2013-2016
Laura Shannon Director 2013-2016
..... Director 2014-2017
..... Director 2014-2017

Avenues of Service Directors

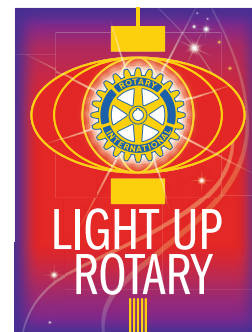
Bruce McGee Club Service
Joe Strohman Vocational Service
Nicole Kreutz Community Service
Jeff Hata Youth Service
Judy Hoag International Service

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
John Weiss 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
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 December 11, 2014

Reported by Jeff Hata



Welcome to the club Michelle Cekov!

final time was Michelle Cekov.

President Dave reminded us about the Christmas party at Bill Spellman's home on Saturday. Bill said it was OK to park on both sides of the street this year because he is the only one living on the his street at this time. Do not park in the meadow unless you want to leave your car there for awhile because it is very muddy right now.

President Dave thanked our greeter, Tim Hughes and Jordan Eller for taking attendance.

Midge Stork gave our Inspirational Message followed by Alison Thompson who gave our Joke of the Day.

John Borneman reported that Andy Corliss is doing much better. John then led us in a song.

President Dave read thank you letters to the club from the Ventura Family YMCA, Ventura Chamber of Commerce, Livingston Memorial Visiting Nurses, Ron Hertel's family and FoodShare.

Tim Hughes nominated Tim Blackwell and Bruce McGee nominated Tim Hughes to fill At Large Director seats starting July 2015 - 2018. Jeff Hata moved that nominations be closed. John Borneman seconded. Tim Blackwell and Tim Hughes

President Dave rang the bell and invited everyone to get lunch, guests and visiting Rotarians first please!

Midge Stork announced that our raffle prize was a special gift from Santa.

Jim Emch led us in the Flag Salute followed by Bill Spellman who introduced guests and visiting Rotarians.

Guest of Bill Gray was his son, Mason Gray. And guest of the club for the

were elected unanimously.

Tim Hughes then nominated Bruce McGee for President 2015-16. Rich Stewart seconded the nomination. Jim Word moved that nominations be closed and was seconded by Vance Thompson. Bruce was elected unanimously.

President Dave announced that the Executive Board, International, Youth, Community and Vocational Directors would remain the same next year. Our nominee for President Elect-Nominee will be coming soon.

President Dave thanked Judy Hoag for her tireless work on Poinsettia sales this year. Judy reported that we made a net profit of over \$9,800 this year.

President Dave informed us about a joint meeting in January, more information to follow.

Tim Hughes then inducted Michelle Cekov into the club.

Rich Stewart told us we will be starting a literacy program at Atlas School. Rich passed around a sign up sheet for people who would be interested in participating.

Midge Stork conducted the raffle and our lucky winner was Jim Emch.

FIVE MUST-DO'S TO GET YOUR EVENT NOTICED ON SOCIAL MEDIA



Bruce McGee was elected our President for 2015-16!



A club in Australia cooks up sausages as part of the World's Greatest Meal. Photo Credit: Courtesy of Susanne Rea

Susanne Rea saw how social media propelled an event to raise money for polio eradication, and figured she could use the same tools to encourage Rotary clubs around the world to hold similar fundraising meals. To date, clubs and districts have raised over \$1 million for Rotary's polio eradication campaign through more than 600 dining events.

social media, cont'd on page 4

“At the peak of our registrations, it became an almost around-the-clock commitment,” says Rea, a member of the Rotary Club of Cairns Sunrise in Queensland, Australia. “Social media really gave our project momentum.”

In early January, Rea consulted her friend Mukesh Malhotra, a member of the Rotary Club of Hounslow, Greater London, England, and a past governor of District 1140, about her idea to encourage clubs to hold a meal to celebrate Rotary’s anniversary on 23 February and benefit the polio eradication campaign. Their clubs agreed on a joint project, which they called the World’s Greatest Meal, to spread the word. A Facebook page was launched, then a website, and a video was created for YouTube. As a result, hundreds of individual clubs promoted their own meal events through their Facebook pages.

What Rea did for her event, you can do for yours; all it takes is a little bit of social media know-how. We consulted several Rotary members with the right sort of expertise and came up with this list of “must-do’s”:

1. Create a page for your event on Facebook.

If you’re not using Facebook yet, find someone in your club to serve as page administrator, and follow the easy steps at Facebook.com.

When creating an event page, add some news before inviting friends. Keep the text short and snappy, bearing in mind that social media is designed to entertain. Avoid Rotary jargon and abbreviations. You want your page to sound like what you would say to a friend who doesn’t know anything about Rotary.

You can also download Rotary visuals for your page from the Brandcenter (My Rotary login required).

2. Use active photos that show people doing things.

Photos of active people having fun will generate the excitement you want to portray far better than check-passing photos or group shots. Get up close for compelling portraits. Five photos provide a good start for a Facebook post or gallery. You can tag people in the photos so they appear on their timeline, but don’t go overboard.

3. Use Twitter and hashtags often.

Rotarian Rich Lalley, who manages social media campaigns for District 6440 in suburban Chicago, explains why Twitter is absolutely essential.

“Every reporter in the world uses Twitter; they are addicted to it, and use it constantly to get story ideas,” he says. “Why would you not want to use it?”

Hashtags are a way to group social media posts on Twitter, Instagram, Google+, Pinterest, Facebook, and other social networking platforms. A

social media, cont'd on page 5

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

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



“Like” us on FaceBook
www.FaceBook.com/venturaeast



“Follow” us on Twitter
www.Twitter.com/VenturaEast

Wendy Pazen

Office Manager

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



hashtag is created by putting “#” in front of a word.

Using one or two hashtags per post makes your posts visible to anyone who shares your interest. For example, Rotary is using #ricon15 to amplify our message and generate enthusiasm about the Rotary International Convention in São Paulo in 2015. And the hashtags #endpolio and #WorldPolioDay built excitement about polio eradication and Rotary’s live-streamed event on World Polio Day, 24 October.

4. Get all members involved in social media.

Social media works as a public relations tool because likes, shares, and comments spread the original message beyond the creator’s immediate network and into the networks of friend’s friends. It’s much like a stone skipping across a pond: Each bounce produces new ripples. Every member needs to play a role in sharing posts.

5. Spend a little money on a Facebook ad.

Facebook has made changes over the years that limit the number of people who automatically see your posts. In the past, Lalley explains, posts would be seen by 60 to 80 percent of the people in your network. “Today, you are lucky if 8 percent of your network sees any of your posts,” he says.

The good news, Lalley says, is that an investment of as little as \$25 to \$50 can boost your reach significantly. For example, if your club is planning a 5K race, you can take out an ad that targets people who live a certain distance from your community and who are runners, and reach several thousand people.

Once you have set up account information with Facebook, you need only click on the Boost Post button that appears on many of your posts to create an ad.

“If you want people to see your post or if you want to target people who have an interest in your event, a Facebook ad is really an inexpensive way to get results” Lalley notes.

By Arnold R. Grahl
Rotary News
4-NOV-2014

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TIM HUGHES
Broker Associate

Cell: 805.551.6581
 Fax: 805.644.1381
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Weekly Raffle

Our raffle today was donated by Santa Clause.

Our lucky winner today was Jim Emch.

Congratulations to Jim thank you to Santa Clause for your generous donation

Please remember that all money raised in the raffle goes directly help fund college scholarships!!!



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John Masterson
Vice President
Community Relations

805/652-5625
805/667-2895 FAX
jmasterson@cmhhospital.org

147 N. Brent St.
Ventura, CA 93003




ALISON THOMPSON
Certified Public Accountant

LINDSAY and COMPANY
Certified Public Accountant



770 County Square Drive, Suite 102
Ventura, California 93003
(805) 650-5915 FAX (805) 650-1334
alison@lindsayandcompanycpa.com




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RICHARD M. NORMAN, of Counsel

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

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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
Blackwell, Tim.....	Insurance	Spellman, William J., D.D.S.....	Prosthetic Dentistry
Borneman, John	Songleading	Stewart, Richard E.....	Banking, Real Estate Loans
Burgh, Jeff	Government	Stork, Midge, CFP, CSPG	Financial Planning, Investments
Canton, Rafael, M.D.	Psychiatry	Strohman, Joseph, Jr.....	Business Law
Cekov, Michelle	Non-Profit	Swan, Thomas.....	Investment Advisor
Clune, Harriet	Real Estate Management	Terra, Chuck	Non-Profit Management
Corliss, Andrew.....	Broadcasting	Thompson, Allison	CPA
Eller, Jordan.....	Banking, Mortgage Lending	Thompson, Vance, CLU, ChFC	Insurance, Financial Planning
Emch, James H., C.P.A.	General Accounting	Turner, Donna.....	Honorary Member
Gallagher, Devere L. (Pete).....	Automobile Servicing	Waddell, Sandy	Contractor-Portable Buildings
Gallagher, Richard.....	Stock & Bond Sales	Widders, Monte L.....	General Law
Gray, Bill	Property Management	Whitman, Diana.....	Honorary Member
Hashbarger, Tom	Health Services	Word, Jim	Department Store
Hata, Jeff	Printing	Yuncker, Chuck.....	Honorary Member
Hicks, William	Domestic Automobiles, Retail		
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		
Ludes, Rocky.....	Honorary Member		
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		