



The Rotary Club  
of Ventura-East

# The Breeze

Editor: Jeff Hata  
Volume LII, Number 30

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata  
February 19, 2015

## Programs

Program Chair: Joe Strohman / Ken Kagan

### February 19, 2015

Rich Rozzelle - "Our local state parks"

### February 26, 2015

Tim Hauf - Channel Islands Photography

### March 5, 2015

Jim Duncan - Pastor

### March 12, 2015

TBA

## Greeter

February 19 - Rich Stewart

## Fundraisers

### Poinsettia Sales

Delivery Date

December 3, 2015

for information on fundraisers go to:

[www.RotaryVenturaEast.org](http://www.RotaryVenturaEast.org)

## Avenues of Service Meetings

Club Service	TBD
Vocational Service	TBD
Community Service	TBD
New Generations	April 15 12:30
Conference Call	(213) 992-5290 PIN 01623
International Service	TBD
Marketing	TBD
Membership	TBD

## Club Events

### Important Dates

Student of the Quarter.....	Feb. 19
Bake Sale.....	Apr. 2
Rotaract Non-Profit Summit.....	Apr. 6
Job Shadow.....	Mar. 26

## Raffle Scholarship Donor

February 19 - Nicole Kreutz

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Web Addresses

[www.RotaryVenturaEast.org](http://www.RotaryVenturaEast.org) • [www.VenturaRotaract.com](http://www.VenturaRotaract.com)  
R.I.: [www.rotary.org](http://www.rotary.org) • District 5240: [www.rotarydistrict5240.org](http://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 Anderson .....	President
Bruce McGee .....	President Elect
Tim Hughes .....	Past President
Tom Hashbarger .....	Secretary
Alison Thompson .....	Treasurer
Dick Gallagher .....	Sergeant at Arms
Tim Blackwell .....	Director 2012-2015
Ken Kagan .....	Director 2012-2015
.....	Director 2013-2016
Laura Shannon .....	Director 2013-2016
Todd Juvonen .....	Director 2014-2017
.....	Director 2014-2017

## Avenues of Service Directors

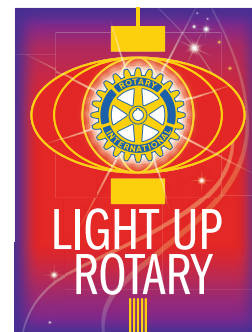
Bruce McGee .....	Club Service
Joe Strohman .....	Vocational Service
Nicole Kreutz .....	Community Service
Jeff Hata .....	Youth Service
Judy Hoag .....	International Service

## 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 February 12, 2015

Reported by Jeff Hata



Who will be our next P.E.N???

Rotary Club of Tehachapi was Fred Motter. Guest of Bill Gray was his wife Kim.

Midge Stork gave our Inspirational Message.

Tim Blackwell spoke about the BBQ team. We are looking at the possibility of being at the 4th of July Street Fair and also the team is discussing the possibility of selling the BBQ trailer.

Joe Strohman announced that the club Foundation would be meeting at Joe's office at 5:00 this evening.

Rich Stewart passed around a sign up sheet for the Atlas School Tutoring project and Bill Spellman spoke about his experience there. Did you know they have a 3-D printer in the computer lab? Pretty cool stuff!

Joe Stohman, Vocational Service, reminded us that Student of the Quarter would be next week. Sponsors are Todd Juvonen and John Masterson.

Jeff Hata, Youth Service, announced that Job Shadow would be March 26 followed by the Bake Sale on April 2.

Happy \$'s: Rich Stewart and John Masterson. Bill Spellman gave a Happy \$500 to our club Foundation. Bill was celebrating 50 years in the club! Congratulations and thank you Bill!!!

Midge Stork conducted the raffle and our lucky winner was Tim Hughes!

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

President Dave thanked our greeter Harriet Clune and our attendance taker Nicole Kreutz.

Jeff Hata announced that our raffle prize was two bottles of wine from a pair of our local wineries.

Laura Shannon led us in the Flag Salute.

Rich Stewart introduced guests and visiting Rotarians. Visiting from the

## ROTARY MEMBER TAKES FUNDRAISING TO NEW HEIGHTS -- THE SUMMIT OF MOUNT EVEREST



Joe Pratt, a former naval aviator, husband of 34 years, and father of two, sits on Mount Everest.

Photo Credit: Courtesy of Joe Pratt

Despite his longstanding interest in polio eradication, polio was not on Joe Pratt's mind as he prepared for a mid-April 2012 climb of Mount Everest, the highest mountain on earth. But that changed in late 2011, when the resident of Nottingham, New Hampshire, USA, participated in a polio immunization project in Pakistan with fellow Rotary member Steve Puderbaugh.

Moved by the efforts of the Pakistanis to battle the crippling disease, and by the vulnerability of the young victims, Pratt reset the focus of his climbing adventure. Pakistan is one of three countries where polio has never been stopped (the others are Afghanistan and Nigeria).

Pratt considered wearing a polio patch on his climbing outfit, as a tribute to those who had had polio. But Puderbaugh had other ideas.

"My point was, 'Who's going to see that patch?'" recalls Puderbaugh.

Instead, he suggested that Pratt dedicate the climb to raising funds for polio eradication. Pratt, a tall, lean 59-year-old Delta Airlines pilot who has been a member of the Rotary Club of Raymond Area for 28 years, says he "recognized it as a great idea" right away, and mentioned it to their Pakistani hosts at dinner.

"It was immediately embraced by the Pakistanis," says Pratt, who had also climbed Mount McKinley and



Bill Spellman celebrated 50 years in the club!!!

Everest, cont'd from page 3

Mount Kilimanjaro among others.

At first, the planners set a fundraising goal of \$10,000, but later increased it to \$29,030 -- a dollar for each foot of Mount Everest's height. And since Pratt's successful climb, his efforts have raised more than \$40,000, not including matching funds from the Bill & Melinda Gates Foundation.

His ascent, accomplished as part of a team of 23 Russians and one American, took five weeks. The climbers braved high winds and subzero temperatures, and occasionally passed the bodies of climbers who'd perished weeks or months earlier -- grim reminders of the perils of the adventure. In the end, only 12 members of the expedition reached the summit, the others having turned back.

Pratt says he had a lot of motivation to keep going.

"One of the many images in my mind was that of the little Pakistani kids -- kids who were healthy and hopefully will stay healthy," he says. "I would think, I want to quit, but these kids are depending on me."

It took a little over a year to reach the \$29,030 goal, with contributions picking up significantly last fall, after Pratt spoke to Rotarians from six Montana clubs. For them, Pratt's story had special meaning.

"He's a mountain climber and we're in the mountains of northwest Montana," says Michael Hayes, a businessman and 19-year member of the Rotary Club of Daybreak Kalispell. "Several people are into mountaineering here."

Hayes was also impressed with Pratt's selflessness, noting that he'd borne the entire \$50,000 cost of his Mount Everest climb, never seeking any funding help.

"We were also impressed that Joe Pratt, on his own time and his own dime, came out to speak to us," Hayes adds. "His trip didn't cost our club anything."

Pratt gave two talks during his mid-October visit to Montana, attracting about \$11,000 in donations from club members and area residents and \$23,000 in matching funds from the Gates Foundation.

"It was very heartening," says Pratt, a former naval aviator, husband of 34 years, and father of two. "I have given talks in libraries and other places. In one worst-case scenario, only one person showed up."

By Lekan Oguntoyinbo  
Rotary News  
16-FEB-2015

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

facebook

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twitter

"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



# SAN FRANCISCO CLUB REVEALS FORMULA FOR GROWTH AND RETENTION OF MEMBERS



Members of the Rotary Club of San Francisco Evening take a break during a project in Guatemala with Hug it Forward.

Photo Credit: Courtesy of Danielle Lallement/Rotary Club of San Francisco Evening

Members of the Rotary Club of San Francisco Evening meet three times a month at a wine bar after work, share a social outing once a month, and promote all their activities on social media like Meetup and Facebook.

As the first evening club in the city, it has attracted many young professionals from Silicon Valley tech firms whose work schedules keep them from joining a more traditional club that meets for breakfast or lunch. But more than that, the evening format has helped the club grow by 30 percent since it received its charter in mid-2013.

Danielle Lallement, who was its charter president, says the club has been successful because it accommodates members' preferences.

"The majority of our members are in their 30s and 40s, and their financial and work obligations outside the club are great, so we cater to their needs," she says. "We are extremely flexible with our members, their attendance, their payment options, and expectations."

For example, almost half the members are citizens of countries other than the U.S., so leaders dropped the pledge of allegiance at the beginning of meetings. In addition, members can easily schedule recurring dues payments online, and a PayPal credit card reader is brought to meetings to facilitate dues payment. Early on, members also decided they wanted the last meeting of the month to be a social event. Members have attended the San Francisco

*retention, cont'd on page 6*

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## Weekly Raffle

Our raffle prize this week was two bottles of local wine donated by Jeff Hata.

Our lucky winner was our speaker Tim Hughes!

Thank you to Jeff Hata for your generous donation and congratulations to Tim Hughes!



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retention, cont'd from page 5

Ballet, visited a karaoke bar, played miniature golf, and worked with a golf pro to improve their swings.

Members are asked to attend at least half of all meetings but aren't pressured if they can't, especially if life events like marriage, a baby's arrival, or an increased workload claim more of their time. Club officers frequently use Skype or a conference line to join board meetings they can't attend in person.

**SPREADING THE WORD VIA SOCIAL MEDIA**

Lallement was a member of the Rotary Club of Sparks, Nevada, before a job change brought her to San Francisco. After discovering that the city lacked an evening club, she formed a core group of other former Rotary members and they began attending networking events to get the word out. They met at the San Francisco Food Bank for their first service project and announced it on Meetup, attracting several new members as a result.

"Depending on the event, we would have at least two new people find us," she says. "Advertising on social media has been a big promoter for us."

In addition to posting its activities on Facebook and Meetup, the club uses Eventbrite to promote and sell tickets to social events. And club members stay connected through Twitter and LinkedIn.

**IMPORTANCE OF PROJECTS**


Lallement, who is a registered nurse, also knew that service is important, because young people want to "get their hands dirty." With her Nevada club, she had taken part in a de-worming project and a polio immunization trip in Ghana, helped to repair cleft lips in India, and handed out bed nets to fight malaria in Zambia.

The San Francisco Evening club has partnered with the nonprofit Hug It Forward and five other Rotary clubs to mix and pour cement for a high school in Guatemala. The club was also awarded its first district grant last year for a Seed for America project that provided free training in computer programming to students in San Francisco. Other projects closer to home have included cleaning up trails and digging trenches at San Francisco's Mount Sutro and joining with Interact club members to build houses for Habitat for Humanity.

Though the club was the first evening option in the city for Rotary members, it's no longer the only one in the area. Its success has led to the creation of the Rotary Club of Rafael Evening, and two provisional clubs Mid-Peninsula Evening and San Francisco SOMA.

"The idea has really taken off," Lallement says. "There's no reason this can't be done anywhere."

By Arnold R. Grahl  
Rotary News  
13-FEB-2015




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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	Thompson, Allison .....	CPA
Corliss, Andrew.....	Broadcasting	Thompson, Vance, CLU, ChFC.....	Insurance, Financial Planning
Eller, Jordan.....	Banking, Mortgage Lending	Turner, Donna .....	Honorary Member
Emch, James H., C.P.A. ....	General Accounting	Waddell, Sandy .....	Contractor-Portable Buildings
Gallagher, Devere L. (Pete).....	Automobile Servicing	Widders, Monte L.....	General Law
Gallagher, Richard.....	Stock & Bond Sales	Whitman, Diana .....	Honorary Member
Gray, Bill .....	Property Management	Word, Jim .....	Department Store
Hashbarger, Tom .....	Health Services	Yuncker, Chuck.....	Honorary Member
Hata, Jeff .....	Printing		
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		