

The Rotary Club of Ventura-East

The Breeze

Editor: Jeff Hata
Volume LIII, Number 4

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata
July 23, 2015

Programs

Program Chair: Joe Strohman / Ken Kagan / Alison Thompson /
Tom Hashbarger

July 23, 2015

Bill Spellman - Interview Daryl Cruser and Kathy McGee

July 30, 2015

David Comden - Ventura Hillside Conservancy

August 6, 2015

Barbara Hinton - Ventura Art & Street Painting Festival

August 13, 2015

Rubicon Theatre Company

August 20, 2015

Megan Gately - Museum of Ventura County

August 27, 2015

D.G. 5240 Jim Bell - District Governor's official visit

September 3, 2015

Randy Friedman - Ventura County Animal Services

September 10, 2015

Jeff Hata & Bruce McGee - Clubrunner

Fundraisers

Poinsettia Sales

Delivery Date

December 3, 2015

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

Conference Call (213) 992-5290 PIN 01623

International Service TBD

Marketing TBD

Membership TBD

Club Events

Important Dates

Ventura Chamber Family Day (BBQ Team).....Aug. 22
District Governor Jim Bell's Official Visit.....Aug. 27
Moorpark Beer Festival (BBQ Team).....Oct. 10
Moorpark Civil War Reenactment (BBQ Team).....Nov. 7 - 8

Raffle Scholarship Donor

July 23 - Monte Widders

Greeter

July 23 - Michelle Cekov

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Web Addresses

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

Presidents Message ...



Bruce McGee
President 2015-2016

My comments on club culture and goals from my first meeting:

1. If you are asked to help by President, Board or committee chair the answer is yes I will make it happen or find someone who can.
2. Club culture-FUN, busy, make a difference, pitch in
3. What do you want to do-what are you waiting for?
4. We have an invitation issue not a membership issue AUGUST is membership month-get ready
5. What is our niche-our elevator speech? Why would people join us and not downtown club
6. Good Samaritan hospitality committee will be headed by Kathy-let us know if a club member or partner is ill or needs support.

This week please sit at a different table and get to know members you have not mixed with or know little about.

VENTURA EAST ROTARY 2015-16 BOARD GOALS

We will strive to hit these goals, please review and commit to them

1. GROW MEMBERSHIP FROM 44 TO 64
2. DEVELOP AN ONBOARDING AND MENTOR PROGRAM FOR NEW MEMBERS
3. HAVE FUN
4. DEVELOP A CULTURE OF LEADERSHIP TO GROW INVOLVEMENT AND SHARE THE LOAD
5. INCREASE COMMUNITY SERVICE FREQUENCY TO HAVE FUN AND GROW MEMBERS
6. FUNDING-DOUBLE POINSETTIA SALES , REVAMP BBQ TEAM THIS YEAR

Serving with the best
Thank you,
Bruce McGee

2015 - 2016 Club Board of Directors

Bruce McGee.....	President
Husam Hishmeh.....	President Elect
Dave Anderson.....	Past President
Tom Hashbarger.....	Secretary
Alison Thompson.....	Treasurer
Dick Gallagher.....	Sergeant at Arms
.....	Director 2013-2016
Laura Shannon.....	Director 2013-2016
Todd Juvonen.....	Director 2014-2017
.....	Director 2014-2017
Tim Blackwell.....	Director 2015-2018
.....	Director 2015-2018

Avenues of Service Directors

Husam Hishmeh.....	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
K.R. Ravindran.....	President, Rotary International
Jim Bell.....	Governor, R.I. District 5240
John Weiss.....	Governor Elect, R.I. District 5240
.....	Governor Nominee District 5240
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
Loretta Butts.....	P.D.G. 2015-2016

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?



Be a gift to the world

Meeting July 16, 2015

Reported by Jeff Hata



Sam Marsh gave our joke of the week.

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

Jeff Burgh led us in the Flag Salute.

President Bruce thanked "Everyone" for greeting today and Bob Lynn for taking attendance.

Kathy McGee introduced guests and visiting Rotarians.

Visiting today was Melinda Recci and her son Griffin. Visiting Rotarians were Bill Crookston and "Hutch."

Also visiting was Juan Mendoza, a former Rotarian from Mexico. Juan is looking for a club to join in Ventura.

President Bruce told us that the current copy of the roster is on the tables. Please check your information over and make sure it is correct.

Sam Marsh gave our joke of the day.

Midge Stork announced that the raffle prize was a gift card to the Yardhouse and Fandango donated by Michelle Cekov.

Ron Polito spoke about the foundation. So far YTD the Beckwith account is up 6% & the Schwab account is up 5.8%! Our foundation trustees are doing a great job managing the funds!!!

Judy Hoag announced that poinsettia sales are coming. President Bruce said that if we worked at it there is no reason we can't double sales this year!

Michelle Cekov said that the paperwork has been signed by the Nicaraguan government and that

everything is going well. When implemented this project should help about 500 students a year!

Pete Gallagher reminded us that the Fair Parade is coming on August 8th. Pete also celebrated a birthday yesterday.

Happy \$'s: John Masterson, Wendy Pazen & Bill Spellman.

President Bruce said that he was in Wisconsin with Kathy McGee celebrating their anniversary with great friends who also happened to be their best man and maid of honor.

August is membership month so plan on inviting potential new members!

Midge Stork conducted the raffle and our lucky winner was Bill Crookston.

Did ya know???

The ABC's of Rotary by Cliff Dochterman

1992-93 President

Rotary International

The Sponsor of a new member ...

The bylaws of Rotary clearly outline the procedure for a prospective member to be proposed for Rotary club membership. The "proposer" is the key person in the growth and advancement of Rotary. Without a sponsor, an individual will never have the opportunity to become a Rotarian.

The task of the proposer should not end merely by submitting a name to the club secretary or membership committee. Rotary has not established formal responsibilities for proposers or sponsors, however, by custom and tradition these procedures are recommended in many clubs. The sponsor should:

1. Invite a prospective member to several meetings prior to proposing the individual for membership.
2. Accompany the prospective new member to one or more orientation/informational meetings.
3. Introduce the new member to other club members each week for the first month.
4. Invite the new member to accompany the sponsor to neighboring clubs for the first make-up meeting to learn the process and observe the spirit of fellowship.
5. Ask the new member and spouse to accompany



Judy Hoag announced that Poinsettia sales are coming.

abc's, cont'd on page 4

abc's, cont'd from page 3

the sponsor to the club's social activities, dinners or other special occasions.

6. Urge the new member and spouse to attend the district conference with the sponsor.
7. Serve as a special friend to assure that the new member becomes an active Rotarian.

When the proposer follows these guidelines, Rotary becomes stronger with each new member.

SAN DIEGO STUDENTS TACKLE VACCINE CONTROVERSY



The Don't Wait Vaccinate Committee in District 5340 (California) has been meeting monthly since 1994.

Photo Credit: Amnon Ben-Yehuda

From the August 2015 issue of The Rotarian

A group of teenage journalism students in suburban San Diego were in the early stages of a new project – an educational film funded by a Rotary grant – when their teacher's phone rang. A prominent blogger had caught wind of what they were doing from a local news story, and wasn't pleased. The fledgling film came under fire almost overnight as ripples of protest spread through the blogosphere. With calls pouring in before shooting had even begun, the advisers considered halting the project, questioning whether it would be worth the controversy surrounding its subject matter: vaccines.

"I've been involved with immunization initiatives for over 20 years now," says Amnon Ben-Yehuda, one of the San Diego Rotary members who had

controversy, cont'd on page 5

Rotary Club of Ventura-East
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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

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controversy, cont'd from page 4

contacted the Emmy-winning broadcast journalism program at Carlsbad High School about a health education project, initially conceived as a 15-minute film about the immune system, in 2011. "We knew there were people out there who were against vaccines, but they didn't represent a force we had to deal with until this project."

Ben-Yehuda chairs a Rotary districtwide committee that works with local health agencies to increase vaccination coverage. He's seen vaccine-preventable diseases affect even affluent neighborhoods, where the barrier isn't access to vaccines but skepticism about their safety. "For about the last 10 years, we've recognized that the important thing is education," he says. "We began to realize that we were repeating the same message and not getting anywhere. Young people have to learn about immunization before they become parents, so we started working with schools."

In addition to producing a live daily news broadcast, journalism students at Carlsbad can audition to work on documentary films as an after-school activity. Past features have tackled tough topics: One explores the legacy of the Holocaust, and another focuses on food insecurity among military families. Students are currently covering school shootings as part of a national project with PBS NewsHour. "What impressed us was that the Holocaust film came with lesson plans," Ben-Yehuda says, "and it's been approved by the California Department of Education for use in schools." The Rotary Club of San Diego secured grants from District 5340 and local community organizations to support the health education project, and the students got to work.

"We had no idea at that time that vaccination was such a controversial topic – it certainly wasn't on my radar," says Doug Green, the Carlsbad High School journalism teacher who worked on the film with a team of 16 students and a parent-volunteer producer. "When we got into it and found there are people who seriously doubt the safety of vaccines, particularly parents of children with autism, we decided to incorporate that." The students spent the next year interviewing medical experts in epidemiology and the treatment of autism, parents of autistic children who believe vaccines cause autism, parents of children who died from vaccine-preventable diseases, and their peers.

Some students weren't convinced at first that the benefits of vaccination outweigh the risks. Hannah Evans, whose brother is autistic, shared her evolving views on camera and in a blog post. "It was different for me than the other student filmmakers," she wrote. "Autism affects nearly every moment of my family's life. I had heard stories, and I believed there simply had to be a connection between autism and vaccines. Making this film changed my mind."

The turning point came when Evans learned about herd immunity – the idea that everyone, including newborns and people with compromised immune

controversy, cont'd on page 6

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Weekly Raffle

Today's raffle prize was gift cards to the Yardhouse and Fandango graciously donated by Michelle Cekov.

Our lucky winner was visiting Rotarian Bill Crookston.

Thank you to Michelle Cekov for your generous donation and congratulations to Bill!



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systems, benefits when most members of the community are immunized against a disease, because opportunities for outbreaks are limited. "I started to recognize the benefits of vaccines – especially protecting weaker members of society – instead of just contemplating the risks," she says.

The students' reflections are woven into the narrative alongside formal interviews and playful graphics (such as a fictional "zombie virus" that helps illustrate how illnesses spread). That interplay is central to what the advisers call peer-to-peer filmmaking. "Part of the premise of the film is the filmmakers' discovering the topic themselves," Green says, and breaking it down for an audience of their peers.

San Diego Rotary members saw the finished film, a 40-minute feature called "Invisible Threat," at a private screening in early 2013, though ongoing attention from anti-vaccine activists delayed its wider release for several months. On the eve of a screening with legislators in Washington, D.C., an anti-vaccination organization issued a statement calling for congressional action against what it dubbed "a propaganda piece" for the pharmaceutical industry, to no avail.

In a series of op-eds in the San Diego Union-Tribune and Huffington Post, Rotary International General Secretary John Hewko drew connections between the domestic vaccine controversy and the fight against polio. "Playing the blame game won't help," he wrote, noting that we can reduce the number of vaccine refusals "by building goodwill and trust, not through confrontation. That's how the Global Polio Eradication Initiative has over the years been able to win the hearts and minds of parents wary of the oral polio vaccine in developing countries."

"Invisible Threat" received an award for courage in journalism from the San Diego Press Club in October, and it's been endorsed as an educational tool by 300 health organizations so far, including the Mayo Clinic and the Autism Science Foundation, plus about 80 universities and 20 public school districts. A chapter of the American Academy of Pediatrics, which hosted a screening at its national conference, uses the film to teach medical residents how to overcome vaccine hesitancy. Plans for Spanish and French versions are underway.

"The film has a life of its own now," Ben-Yehuda says. "Our dream is to see Rotary clubs pick up the project in their own communities and work through local boards of education to get it into school systems. It's rich material for teachers to work with. There are issues of science, issues of history, issues of social responsibility, and these issues are all interconnected."

By Sallyann Price
The Rotarian
22-Jul-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	Polito, Ron	Commercial Real Estate
Anderson, David	Architecture	Potts, Cari Ann	Attorney
Blackwell, Tim	Insurance	Shannon, Laura	Wholesale Pet Supply
Borneman, John	Songleading	Spellman, William J., D.D.S.	Prosthetic Dentistry
Burgh, Jeff	Government	Stewart, Richard E	Banking, Real Estate Loans
Canton, Rafael, M.D.	Psychiatry	Stork, Midge, CFP, CSPG	Financial Planning, Investments
Cekov, Michelle	Non-Profit	Strohman, Joseph, Jr.	Business Law
Clune, Harriet	Real Estate Management	Swan, Thomas	Investment Advisor
Corliss, Andrew	Broadcasting	Thompson, Allison	CPA
Cruser, Daryl	Insurance	Thompson, Vance, CLU, ChFC	Insurance, Financial Planning
Debbas, Natalie	Honorary Member	Widders, Monte L.	General Law
Eller, Jordan	Banking, Mortgage Lending	Word, Jim	Department Store
Emch, James H., C.P.A.	General Accounting		
Gallagher, Devere L. (Pete)	Automobile Servicing		
Gallagher, Richard	Stock & Bond Sales		
Gray, Bill	Property Management		
Hashbarger, Tom	Health Services		
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		
Lynn, Robert	Jewelry		
Marquez-Olson, Carol	Travel Agency		
Marsh, Sam	Secondary Education		
Masterson, John A.	Foreign Automobiles, Retail		
McGee, Bruce	Wholesale Foods		
McGee, Kathy	Education (Retired)		
Norman, Richard M.	Trial Law		
Noville, Robert	Civil Engineering (Retired)		
Pazen, Robert L., O.D.	Optometry		
Pazen, Wendy	Office Management		