



The Rotary Club
of Ventura-East

The Breeze

Editor: Jill Gregorchuk & Steve Phillips
Volume XLVI, Number 3

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata
July 30, 2009

Meeting July 30, 2009

Reported by Jordan Eller



Watermelon Sculpture by "Ish" of Scofield Catering!

President Jeff rang the bell and invited our guests and speaker to lead us to the lunch line.

Jeff thanked our greeter P.E. Wendy Pazen. Our inspirational moment was led by Joe Strohman and our Flag Salute was led by Hank Oster.

Bob Pazen introduced our guests and visiting Rotarians, They were Allen Olson guest

of Carol Marquez-Olson, Bob Alviani guest of Andy Corliss, Tommy Slater guest of Joe Strohman and Armando Vasquez guest of Mohammed Hasan. Visiting Rotarians were Tom "Hutch" Hutchinson from Ventura Downtown and Chuck Cameron from Northridge/Chatsworth.

As the meeting began Jeff spoke of the gavel and this being the reason all Presidents aspire to have the office of president is so they can get this beautiful hand crafted Gavel made by Jim Word. Silly me I thought it was so they could ring the bell !!!!

Jeff asked we not forget the board meeting on august 4th..

Deborah then gave out awards left over for those who could not attend the step down dinner. She gave awards to Rocky Ludes for his work on programs, Bill Spellman for 16 years perfect attendance, Hank Oster for 4 years perfect attendance and she awarded Debra Perkins her Paul Harris fellow.



Carol Marquez-Olson spoke about the District Membership Seminar.



Joe Strohman conducted the Director elections for our club foundation board.

Deborah also awarded for his work on scholarships was Michael Doyle and Bill Spellman got his ruby for his Paul Harris fellow.

Deborah Perkins then began the raffle of a \$50.00 gift card to barnes and noble and What a surprise it was won by Hassam AGAIN !!!!

Joe Strohman then spoke of the foundation election and Bob Lynn and Tom Crozier were unanimously elected.

Mohammed Talked to all us on the upcoming GSC and the fact they are going to Bangladesh We need to get a team leader and Gary Moratz has applied from our club so far there are only three or four applications and he needs three more.

Carol Olson spoke to the membership seminar she attended and was very glad to go. It was attended by Jeff, Wendy, Gene Cherry and Tom Swan. The good part Carol said was her memory was refreshed and it gave her good ideas to build membership. She talked of using Facebook and Twitter as sources to use for

Meeting, cont'd on page 3

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Web Addresses

www.rotaryventuraeast.org

R.I.: www.rotary.org • District 5240: www.rotarydistrict5240.org

Presidents Message ...



Jeff Hata
President 2009-2010

As Rotarians, why do we do fundraisers? To raise money for our many projects, to increase public awareness of Rotary, to find new members, all of the above?

“Fund-Raising Words to Remember

Some weekends, most members of a club are going to be up and about early, helping with the various tasks connected with club fund-raisers – Street Fairs, Cajun Festivals, Chili Cook-off’s. They’re going to see a lot of new people stumbling around between and among the

ubiquitous booths.

Odds are, at least one of them will ask, “What’s Rotary?” “Rotary is an organization of business and professional persons, united worldwide, who provide humanitarian service, encourage high ethical standards in all vocations, and help build good will and peace in the world.”

Those 32 words answer the question. And, if you’ve shared your efforts and your money annually, you can share with pride your ownership of these high ideals and dreams for a better world.

“What do I tell my friends?” Tell your friends that, along with over one million other leaders living in 182 countries and territories around the world, you have found a meaningful way to make a better world.

Most of us joined to be of service. Does that mean money? Well, yes. Does it mean only money? Of course it doesn’t. Does it mean lending yourself out to do, to participate, to contribute, and to give honest effort? You bet it does!

You know what really answers the question? Tell that person who we are: We’re the observant, thinking, caring, bottomless pit; we step up when it’s necessary; we have some fun along the way. “Look around you! This event is a living example of all that!” Reprinted from the District 5240 Bulletin, Author not credited.

Yes, the answer would be all of the above. We need to fundraise to be able to manage all of our various projects, we need to increase public awareness, too often still I am asked the question “What is Rotary and what do you do?” But a big reason for a fundraiser is to find new good members.

Many people who take the time to attend a fundraiser have the same visions as we do. They will come to the fundraiser, see the good work we do, see the fun we have while doing the work and become inspired to join us. That’s the way we got to know Husam Hishmeh!

So don’t look at fundraisers as a chore and another job that has to be done, Instead look at it as an opportunity. An opportunity to raise money, but more importantly an opportunity to meet people and hopefully inspire them that Rotary is the mechanism for them to make a difference and give back.

Ok, let’s see how much attention you have been paying to our meetings ... “Where is next year’s outbound GSE team going?”

YIRS
Jeff

2008 - 2009

Club Board of Directors

Jeff Hata	President
Wendy Pazen	President Elect
Deborah Roberts	Past President
Michelle Mercado	Secretary
Robert Lynn	Treasurer
Devere L. (Pete) Gallagher	Sergeant at Arms
Steve Phillips	Director 2007-2010
Nicolette Sloan	Director 2007-2010
John Borneman	Director 2009-2011
Henry Oster	Director 2008-2011
Deborah Perkins	Director 2009-2012
Robert Pazen	Director 2009-2012

Avenues of Service Directors

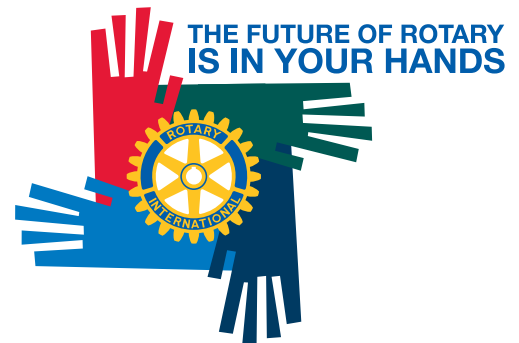
Wendy Pazen	Club Service
Husam Hishmeh	Vocational Service
Tom Swan	Community Service
Gary Moratz	New Generations
Dave Anderson / Judy Hoag	International Service
Mark Smith	Interact

Rotary International Officers

Paul P. Harris	Founder of Rotary
John Kenny	President, Rotary International
Luz Maria Ortiz-Smith	Governor, R.I. District 5240
Deepa Willingham	Governor Elect, R.I. District 5240
Wade Nomura	Governor Nominee District 5240
Dr. John Carroll (In Memoriam)	P.D.G. 1981-1982
Marc Vertin	P.D.G. 2002-2003
Arnie Dowdy	P.D.G. 2003-2004
Jan Lindsay	P.D.G. 2004-2005
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

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?



Programs

Program Chair: Rocky Ludes

July 30, 2009

Type II Diabetes - Todd Binkley

August 6, 2009

Surfrider Foundation - Paul Jenkin

August 13, 2009

Promenade Rehab. Project - Joe McDermott

August 20, 2009

TBA

Greeters

July 30, 2009

Wendy Pazen & Deborah Perkins

August 6, 2009

Steve Phillips & Ron Polito

August 13, 2009

Deborah Roberts & Tom Shilton

August 20, 2009

Nikki Sloan & Bill Spellman

Rotary Recognition

Program Chair: Rich Stewart

July 30, 2009 - TBA

August 6, 2009 - TBA

August 13, 2009 - TBA

August 20, 2009 - TBA

Meetings

TBA

New Member Training Session

August 20, 2009

Vocational Service

3rd Thu/Month, 1811 Knoll Dr. 5:30 PM

August 4, 2009

Board of Directors Meeting

1st Tue/Month, Carrows Telephone Rd, 7:00 AM

August 10, 2009

Club Service

2nd Mon/Month, 290 Maple Ct #118 5:30 PM

August 10, 2009

Community Service

2nd Mon/Month, 290 Maple Ct #118 5:30 PM

August 18, 2009

International Service

3rd Tue/Month, 1811 Knoll Dr. Noon

August 20, 2009

New Generations

2nd Tue/Month, 1811 Knoll Dr. 5:30 PM

Every Monday

Buena Interact Club

Buena High School, Room 48 12:30 PM

Meeting, cont'd from page 1

membership and it came up that this may be used as a makeup meeting, but Deborah Roberts said that you must make up with an E-club it but she is checking on it.

Wendy announced some important dates

August 4th Board Meeting

August 8th Fair Parade and Harbor Cruise

Sept 19 Piggy BBQ

October 1st District Governor visit

October 17 Casino Night

International team is planning a trip to Nicaragua in September..

Happy Dollars were given by Carol for becoming a grandmother for the 11th time. Bill Hicks for finally getting into his house.

Our program began with Dr. Binkley on type two diabetes. it was very interesting one of our best. We learned about what is good carbs and bad carbs and their effect on the body as it relates to type 2 diabetes. A great program

Todd Binkley, DC, gave today's presentation on Type II Diabetes. Through a fast-paced slide presentation, he emphasized we need:

1. Better awareness of the concepts,
2. Better understanding of the function of the pancreas and
3. Better monitoring methods.

A lot of deaths in the US, including heart attacks, are partly a result of Diabetes. About 35% of children born in 2000 will develop Diabetes, and this is primarily due to a poor diet. Although kidney dialysis is available for kidney failure, it is not fun. It involves 4 hours a day, 3 days a week, and costs someone \$21,000 per month.

His talk emphasized the resulting stress on the pancreas from too much starch. Type II diabetes is caused by insulin resistance. The body can develop insulin resistance when too much insulin is released consistently due to choice of diet.

There are good carbohydrates and bad carbs. Good carbs include vegetables, fruits, nuts and beans. Whole grains are good carbs, but when they are ground into powder to make breads, etc., they are absorbed almost as fast as white flour and therefore bad. Good carbs require chewing, they are digested slower, and provide a smoother increase in blood sugar. Cheese and fats will reduce the spike, however, as will protein. (Therefore cereal in the morning, along with a Spanish omelet sounds like the perfect breakfast!)

Bad carbs come from sugar, white bread, bagels, pastry,



Todd Binkley, D.C. spoke about Type II Diabetes.

Meeting, cont'd on page 4

pancakes, potatoes and most cereals in the supermarket. These cause a fast spike in blood sugar, followed by a dip which often makes people want to eat again.

Todd also gave some tips for the A1c test and blood sugar monitoring. Devices are available for home testing at a very reasonable cost.

Thanks, Todd, for an informative and lively presentation.

== Rocky

Important Dates

Aug. 8	Fair Parade
.....	Harbor Cruise
Sept. 19	Piggy BBQ
Weekends in Oct.	Pumpkin Patch
Oct. 1	D.G. Luz Maria Visitation
Oct. 17	Casino Night
Oct. 23 - 25	District Assembly

How Do We Increase Club Membership?

By PDG Jan Lindsay (Ventura East) Reprinted from August D5240 Middie

The development of membership is a perennial chore for every Club. Club members are constantly besieged by everyone from the District Governor to the Club's Membership Chair to bring in new members. However, even the most successful membership drives are lucky to bring in five new members. A net gain of 10% in membership in a year is a landmark event! Why do we settle for so little? Why don't we expect every member to bring in one new member every year? This is not a large task. The businesses/careers that most of us are involved in would die if we didn't bring in new clients/customers every year.

We would all agree that our primary sources of new members are our current members. Why is it, then, that existing members seem to produce so few new ones? Consider this question in the context of the occupations of our members.

Rotarians are executives, professionals, and business owners. Rotarians are, for the most part, successful business developers in their vocations. Most of us have the skills to sell ourselves to others. The issue then is not that we are unable to "sell" Rotary membership. The issue is that we don't want to!

Ouch! The truth hurts! In spite of their financial and time commitments to Rotary, many of us do not possess the enthusiasm for Rotary that is necessary to convince others to consider making a commitment to Rotary. Ask yourself, "Do you talk about Rotary to your non-Rotarian friends? Do you describe to them your feelings of dedication to the notion of Service Above Self? Do you talk about the good you and your fellow Rotarians do both at home and abroad? Do you even wear your Rotary pin more than once a week?"

I know the answer to these questions. I know, because I know how few members bring in new members each year.

Look at your own Rotary Club. How many new members did you bring in last year? If most of your members are not bringing in new members, then something needs fixing.

It is their enthusiasm. How do you fix broken enthusiasm? You correct the problem by engaging in projects that require your members to serve their communities, as Rotarians should. If a member has lost his/her commitment, it is because he/she is not being given the opportunity to serve. It is because no one in the club is expecting that particular member to fulfill his/her commitment to Rotary, which is "Service Above Self."

Club Membership, cont'd on page 6

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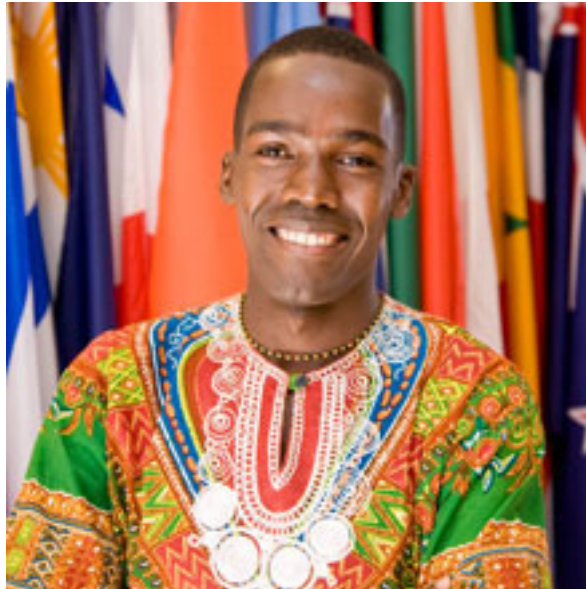
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Maasai warrior hopes to work for diplomacy

By Ryan Hyland

Rotary International News -- 29 July 2009

Wilson Kimeli Naiyomah, incoming Rotary World Peace Fellow, wrote 14 Cows For America describing his Maasai tribe's response to the 9/11 attacks in New York City. Rotary Images/Alyce Henson When Wilson Kimeli Naiyomah returned home to Kenya months after witnessing the 9/11 attacks in New York City, he found that most of his fellow Maasai, a nomadic warrior tribe, had only a vague understanding of the events of that day.



Wilson Kimeli Naiyomah, incoming Rotary World Peace Fellow, wrote 14 Cows For America describing his Maasai tribe's response to the 9/11 attacks in New York City. Rotary Images/Alyce Henson

Naiyomah, an incoming Rotary World Peace Fellow, shared firsthand accounts with the East African tribe, using the oral tradition it has relied upon for years. Deeply moved by his story, Maasai elders felt compelled to do something to help.

That something turned out to be a decision to send a herd of cows to the United States as a display of sympathy and regret.

Naiyomah has collaborated with award-winning author Carmen Agra Deedy on 14 Cows for America, an illustrated children's book about his tribe's response, which received international attention. The book explains how cows are sacred to Maasai and valued above all other possessions.

"The cow is a symbol of life for us," says Naiyomah "What happened that day was devastating to me."

Although the cows were never shipped to the United States -- State Department officials decided it would cost more than the value of the herd to import them -- the tribe decided to keep them for the Americans, setting the cows apart and vowing never to slaughter them.

"The story focuses on healing and solution," says Naiyomah. "I think Maasai, cont'd on page 6

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Weekly Raffle

The weekly raffle prize was donated by Dr. Hank Oster. The prize was \$50 Barnes and Noble gift card

We did not catch how much was collected for the raffle today.

Husam Hishmeh was our lucky winner! Congratulations Husam.


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Maasai, cont'd from page 5

children can best understand that, because their hearts are so innocent. The future of a more compassionate world starts with them.”

In February, Naiyomah will attend the Rotary Center for International Studies in peace and conflict resolution at the University of Queensland in Australia.

“Rotary International answered my prayers to belong to an organization that embodies what I silently believe in my heart: that using compassion can help solve problems,” he says. “Rotarians are ordinary people taking extraordinary actions to foster relations with countries around the world.”

Naiyomah says he hopes the peace studies program will help him find ways to promote peace.

The 9/11 attacks “showed me there’s something very wrong with world relations,” he says. “There is something lacking in diplomacy that I want to find out.”

Naiyomah believes world leaders need to practice “compassionate diplomacy,” valuing the lives of people over political expediency.

“Compassionate diplomacy must start by understanding and approaching conflicts with a caring aspect,” he says. “Yes, one person can make a difference in the world. But only if they see themselves as the world, not as individuals.”

Chosen as the state of Georgia’s selection for the 2009 National Book Festival, 14 Cows for America goes on sale 1 August. Naiyomah says all proceeds from the book will benefit victims of the 9/11 attacks.

Club Membership, cont'd from page 4

It is imperative that each Rotarian be given a constant source of “service” stimuli to provide fuel for the enthusiasm necessary to engage the interest of other non-Rotarians.


There are people who join Rotary clubs for reasons other than service. These individuals can be like rotten apples in a barrel. It is important that the club identify and educate uncommitted, knife-and-fork Rotarians. Work with them! Discuss Rotary’s expectations of them! Give them assignments and reinforce their participation. You can change their attitudes.

Rotary is a lifetime commitment—a way of life, if you will. Giving of ourselves to help others is infectious. It is a “rush” that once begun, cannot be stopped.

This is the message we need to give to our knife-and-forkers.

A committed Rotarian engaged in service to his/her community will be an enthusiastic Rotarian. An enthusiastic Rotarian will bring in a new member every time he meets someone new. If all the members of your club are not constantly bringing in new members, then you need to ask why.

Just be alert to the possibility that there might be good answers to the question. And then you have to do something to fix whatever is perceived as being wrong.




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

District 5240

Chartered May 23, 1963

Albee, Lee	Honorary Member	Pazen, Robert L., O.D.	Optometry
Anderson, David	Architecture	Pazen, Wendy	Office Management
Beckwith, Robert E.	Office Equipment	Perkins, Deborah	Family Law
Borneman, John	Songleading	Phillips, Steve	Department Store, Manager
Canton, Rafael, M.D.	Psychiatry	Polito, Ron	Commercial Real Estate
Cherry Eugene C., D.V.M.	Veterinary Practice, Small Animals	Roberts, Deborah	Communications
Clune, Harriet	Real Estate Management	Shilton, Thomas E.	Pharmacy
Corliss, Andrew	Broadcasting	Sloan, Nicolette	Banking, Business Loans
Coyner, Jeff	Attorney, Civil Litigation	Smith, Ann	Title Insurance
Crozier, Thomas H.	Real Estate Development	Smith, Mark Corbin	Religion, Protestant
Doyle, Michael	Real Estate Management	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	Bank Manager	Thompson, Vance, CLU, ChFC	Insurance, Financial Planning
Gray, Bill	Property Management	Turner, Donna	Honorary Member
Gregorchuk, Jill	Banking Services	Waddell, Sandy	Contractor-Portable Buildings
Hasan, Mohammed A., P.E., R.E.A.	Civil Engineering	Widders, Monte L.	General Law
Hashbarger, Tom	Health Services	Whitman, Diana	Honorary Member
Hata, Jeff	Printing	Word, Jim	Department Store
Hertel, Ronald	Real Estate Land Development	Yuncker, Chuck	Honorary Member
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Hishmeh, Husam	Restaurateur, Franchisee		
Hoag, Judith	Real Estate Sales, Residential		
Hoag, Will	Honorary Member		
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		
McGrath, Alice	Honorary Member		
Mercado, Michelle	Bank Manager		
Moratz, Gary	Title Insurance		
Norman, Richard M.	Trial Law		
Oster, Henry	Internal Medicine		