



Meeting August 20, 2009

Reported by Jordan Eller



Jim Word introduced guests and visiting Rotarians.

President Jeff rang the bell and invited everybody to lunch.

President Jeff thanked the greeter Deborah Roberts. The Inspirational Message was given by John Borneman and then Steve Phillips led us in the Salute to the Flag.

Jim Word introduced guests and visiting Rotarians. Our visitors were Dustin Long and Pete Gallagher's

sister Ardie. We also had Lee Albee, honorary club member, with us today. Welcome to all of you!

We were led in song by John Borneman and Dave Anderson to the tune of Old McDonald and lyrics honoring Pete's sister Ardie's birthday.

Deborah Perkins announced that our raffle prize was a gift basket from Trader Joes and included in the basket was a gift card to Trader Joes.

Announcements: Our condolences to Midge and Dave Stork on the passing of their son Ty this past week. Also, we need to keep Carol and Allen Olson in our thoughts and prayers. Their newborn grand daughter is in the hospital in critical condition.



Honorary Club Member Lee Albee came for a visit.

The District Conference will be October 23 - 25. We need to have as many people as possible attend. The slate of key note speakers is outstanding and their will be a Rotary Olympics with events such as Sand Castle Building, Poker and Golf on the menu.



Pete Gallagher and his sister Ardie.

Rotary Westlake Village will be having a golf challenge on September 21. There will be a perpetual trophy presented to the winning team. See Husam Hishmeh if you are interested.

Jordan Eller announced the SemTek BBQ for Saturday August 29th. We will be serving about 300 people so we need as many people as possible there

to help out that day. Also many kudos to Robert and Rachel at Main Course California who are not only going to help source our food, but are opening up their kitchen to let us prep our food.

Jim Emch led us in Rotary Recognition and in true Rotary fashion came through with a concept at the last minute. Thank you Jim.

Deborah Perkins held our drawing and our lucky winner was our guest Dustin Long! Way to go Dustin.

President Jeff then showed the video about membership that featured D.B. Luz Maria and Santa Barbara Rotarian Merrill Hoffman who has brought in over 70 Rotarians in his Rotary career and almost half

Meeting, cont'd on page 3

Table of Contents

| | |
|---|---|
| Meeting Notes | 1 |
| President's Message | 2 |
| Club Events | 3 |
| Engage your members and they will stay..... | 4 |
| Who is your Tommy..... | 5 |
| D5240 GSE to Bangladesh..... | 5 |
| Weekly Raffle..... | 5 |
| Membership List..... | 7 |

Presidents Message ...



Jeff Hata
President 2009-2010

We held a club assembly at our last meeting and I must say, either nobody is reading The Breeze and looking at the programs or maybe everybody forgot because we actually had a very good turn out.

It was very inspiring to hear the spirited discussions going on at each table. Overall I would say that the discussions were very positive and some great ideas were given that will help us in both fund raising and membership. Thank you to each and everyone of you who participated and offered an opinion. As promised a recap of the assembly questions will be published in this edition of The Breeze.

Don't forget that our BBQ team will be in action at Conejo Creek for the SemTek BBQ. We will be cooking for about 300 people so we will need many hands to be on deck and working this event. This is by far our largest BBQ event of the year and a big money generator for the club. We would also be remiss in not giving a huge thank you to Robert Jacobi and Rachel Main at Main Course California for helping us secure our food and also for opening up their kitchen to us so that we can prep everything the night before. Rotarians helping Rotarians, isn't that what it's all about?

On a sad note, as I mentioned at the meeting, Midge and Dave Stork's son passed away last week. Also, the grand daughter of Carol and Allen Olson passed away early this week. Please keep Midge and Dave and also Carol and Allen in your thoughts and prayers as they go through this very difficult time.

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

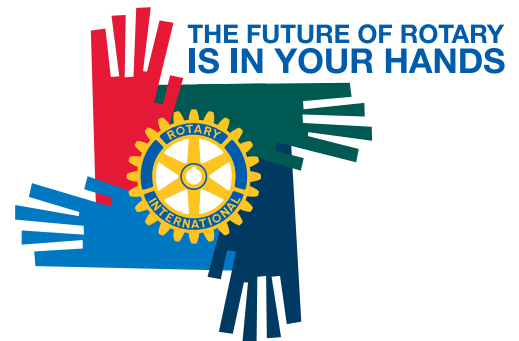
| | |
|--------------------------------|-----------------------|
| Wendy Pazen | Club Service |
| Husam Hishmeh | Vocational Service |
| Tom Swan..... | Community Service |
| Gary Moratz..... | New Generations |
| Dave Anderson / Judy Hoag..... | International Service |
| Mark Smith | Interact |

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

August 27, 2009

RI Convention - Jeff, Deborah, Jan

September 3, 2009

Habitat for Humanity - Stacy Swanson

September 10, 2009

TBA

September 17, 2009

Meeting moved to Sept. 19th - Piggy BBQ

Greeters

August 27, 2009

Nikki Sloan & Rich Stewart

September 3, 2009

Bill Spellman & Mark Smith

September 10, 2009

Midge Stork & Joe Strohmman

September 19, 2009

Tom Swan & Vance Thompson

Rotary Recognition

Program Chair: Rich Stewart

August 27, 2009 - Bob Pazen

September 3, 2009 - TBA

September 10, 2009 - TBA

September 19, 2009 - N/A

Meetings

TBA

New Member Training Session

September 17, 2009

Vocational Service

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

September 1, 2009

Board of Directors Meeting

1st Tue/Month, DW's, 1985 S. Victoria Ave, 7:00 AM

September 14, 2009

Club Service

2nd Mon/Month, Carrows Telephone Rd. 5:30 PM

September 14, 2009

Community Service

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

September 15, 2009

International Service

3rd Tue/Month, Marie Callendars (Victoria) Dr. Noon

September 17, 2009

New Generations

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

Every Monday

Buena Interact Club

Buena High School, Room 48 12:30 PM

are still very active Rotarians. What an inspiration!

We then began our assembly. We broke up into four groups. We had two questions to work on so tables 1 & 3 addressed the question on membership. The question was *"What should we as a club do to attract and maintain active Rotarians?"* Tables 2 & 4 addressed the question on fund raising. The question was *"What can or should we do as a club to get ALL of our members to participate in major fund raisers? i.e. Casino Night, Poinsettia Sales, Irish Festival ..."*

Our four table facilitators than brainstormed their questions and here is the recap.

Question #1 *"What should we as a club do to attract and maintain active Rotarians?"*

- Make a list of who you know.
- Make a list of different occupations.
- Create "Power Teams" (Who is in your sphere of influence to recruit into the club.
 - Don't overlook other job classifications. ie Administrators, Office Managers etc.
 - Keep membership and recruitment at the top of your mind. Always be thinking about who to invite.
 - Use an invitation card and/or brochure to invite a guest.
 - Be prepared to explain what Rotary is. (Your 10 second presentation/elevator speech.)
 - Emphasis the networking aspects of Rotary.
 - Be aware of the cost.
 - To keep members active we must educate on what Rotary is both from a membership perspective and also the public perspective
 - We should seek out former members and ask them if now is the time for them to come back into Rotary.

Question #2 *"What can or should we do as a club to get ALL of our members to participate in major fund raisers? i.e. Casino Night, Poinsettia Sales, Irish Festival ..."*

- Break down each task into smaller tasks.
- Enhanced tools at the event. i.e. rewards, incentives, etc.
- Written job descriptions.
- Repetition/one on one/personal attention
- Classify jobs, ie. Donations, phone calls, sponsors ...
- Refer to someone who has done that job before.
- Mix socials with fund raisers.
- Each member of the club is responsible for either selling, sponsoring or donating an item for each fund raiser. A check list is created that tracks what each member has donated.
 - Weekly reporting on who is involved and at what level for each event.
 - Determine profitability of each fund raiser & vote on whether

Meeting, cont'd on page 4

Meeting, cont'd from page 3

to continue with that fund raiser next year. Focus on one or many projects / fund raisers.

Thank you for all of your ideas and from the look of these two lists we have more discussing to do at future assemblies.

Engage your members, and they will stay

Rotary International News -- 25 August 2009

Rotarians, like most people, need to feel like they belong.

That is the No. 1 tip from Mike McGovern, 2009-10 chair of the RI Membership Development and Retention Committee and past RI vice president, on how to expand membership. McGovern says many members leave their Rotary clubs because they don't see how they are contributing, or they feel disconnected from other members.

"We need to connect with members of our club within our meetings and at our projects, but also outside of Rotary," he says. "This involves having other members and their families over for dinner or going together to be a spectator at an event."

McGovern postulates that if more clubs used the assessment tools available on RI's Web site, they could prevent more than half the resignations that occur with the first five years of membership, effectively doubling their size and ability to serve over time.

McGovern and other members of the committee also offered these ideas on promoting membership for Membership and Extension Month:

- McGovern suggests deemphasizing attendance. "Constantly emphasizing attendance is a turnoff to many younger members and to those with family and business obligations. Rotarians should attend meetings because they are a good use of time, not because they would feel guilty not attending."

Membership, cont'd on page 5



Mike McGovern, 2009-10 chair of the RI Membership Development and Retention Committee and past RI vice president. Rotary Images

Important Dates

Sept. 19 Piggy BBQ
 Sept. 24 Ventura Chamber Mixer
 Weekends in Oct. Pumpkin Patch
 Oct. 1 D.G. Luz Maria Visitation
 Oct. 17 Casino Night
 Oct. 23 - 25 District Assembly



Jill Gregorchuk
Vice President
Banking Services Manager

1794 S. Victoria Avenue/Suite B
Ventura, CA 93003
jgregorchuk@fcbank.com

Direct: 805.856.9226
Office: 805.289.1683
Fax: 805.289.1688

Jeff Hata

3533 Arundell Circle #B
Ventura, CA 93003

Email: Jeff@AnchorPrintingAndGraphics.com
Fax: (805) 650-9904

www.AnchorPrintingAndGraphics.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

Wendy Pazen
Office Manager

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



CLUNE & STEWART
HARRIET CLUNE
Broker Associate
RICH STEWART
Sales Associate



RESIDENTIAL BROKERAGE

(805) 302-9001 HARRIET CELL
(805) 320-4388 RICH CELL
(805) 647-7619 FAX
harriet.clune@camoves.com
rich.stewart@camoves.com

1190 South Victoria Ave., Ste 100
Ventura, CA 93003
www.camoves.com/harriet.clune
www.camoves.com/rich.stewart
Owned And Operated By NRT LLC.



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

- Rotary clubs should list their accomplishments on their Web site, McGovern says. "A Rotarian recently told me that her favorite meeting was the year-end meeting at which the club president reviewed all the club had accomplished during the prior year. She felt good about being a Rotarian."
- McGovern believes that most communities need to have more than one Rotary club and that larger communities need many clubs. "We need to be in neighborhoods, and our members need to be from those neighborhoods."
- Committee member Rupak Jain suggests clubs place a placard at the head table announcing the classification the club wishes to fill. The emphasis for the next week or two would be to look for a suitable member from that classification. He also feels it is imperative for new members to be linked up with a mentor.
- Past RIDirector Ken Collins, vice chair of the committee, suggests that clubs focus on finding worthwhile, hands-on projects that benefit individuals in their community, which will help produce a pool of "satisfied customers" who will publicize Rotary to friends, neighbors, and relatives. "In Rotary, we underestimate the value and power of word-of-mouth advertising. It costs nothing and is repeated over and over again, over a wide area."

This is the fourth in a series of articles on membership tips from experts.

Who is your Tommy?

Rotary International News -- 20 August 2009

William D. Pollard Jr. addresses the District 7600 (Virginia, USA) Convention during his year as governor. Photo courtesy William D. Pollard Jr. Most Rotarians have a story about what first attracted them to Rotary.

For William D. Pollard Jr., 2008-09 governor of District 7600 (Virginia, USA), that story includes a retired banker named Tommy. Pollard recounted the details when he visited clubs in his district during his term to stump for recruitment and retention.

He shared his address with Rotary International News in honor of Membership and Extension



William D. Pollard Jr. addresses the District 7600 (Virginia, USA) Convention during his year as governor. Photo courtesy William D. Pollard Jr.

Tommy, cont'd on page 6

WESTERN INTERNATIONAL SECURITIES INC.
 Member FINRA/SIPC • CA Ins Lic #0823117
 Clearing through JP Morgan Clearing Corp.
 Securities offered through Western International Securities, Inc.



Thomas B. Swan FINANCIAL CONSULTANT

| | | |
|--|--|--|
| BRANCH OFFICE 2555 Townsgate Rd #300 Westlake Village, CA 91361 805-496-0988 | VENTURA OFFICE 290 Maple Court #118 Ventura, CA 93003 805-644-3495 | PHONE 805-644-3495 CELL 805-760-5688 FAX 805-644-8102 EMAIL tswan@wisdirect.com |
|--|--|--|

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



(805) 477-4377
(805) 320-7800 Cell

Fax (805) 477-4378
 E-mail judyhoag@pacbell.net
 2686 Johnson Dr. Suite 103
 Ventura, CA 93003




Judy Hoag



CALIFORNIA OFFICE EQUIPMENT
 2767 E. Main - VENTURA, CA - (805) 643-0869

Bob Beckwith
 Founder/Owner for over 50 years



2767 E. Main St.
Ventura, CA 93003

Phone: (800) Get-Desk
 Fax: (805) 643-3239
 Email: COEC@Earthlink.Net



Visit our website www.coec.biz

Weekly Raffle

The weekly raffle prize was donated by Rich Stewart. The prize was a Trader Joe's gift basket and gift card.

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

Dustin Long was our lucky winner! Congratulations Dustin.

That makes two weeks in a row that a visitor won our raffle. Even more reasons to invite a visitor!



Community Memorial Health System
Where Excellence Begins with Caring

John Masterson
 Vice President
 Community Relations

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

147 N. Brent St.
Ventura, CA 93003



**LINDSAY
and
COMPANY**
 Certified
Public
Accountant

JAN CORWIN LINDSAY
 Certified Public Accountant
 Certified Valuation Analyst



770 County Square Drive, Suite 102
 Ventura, California 93003
 (805) 650-5915 FAX (805) 650-1334
jclcpa@pacbell.net

Page 5

Month:

When I think of why we should ask someone to join Rotary, I think of Tommy.

Two years after starting my banking career in Richmond, I was asked to work in my hometown of Petersburg. One of the first people to visit me was Tommy Adkins, a retired banker, who asked me to attend a Rotary club meeting.

While I was growing up in Petersburg, Tommy lived on the same street as my family. I even delivered his newspaper. I had no idea what Rotary was but accepted Tommy's kind invitation to visit the Rotary Club of Petersburg.

Tommy passed away several years ago, and he probably never realized the impact he had on my professional and personal life:

Because of Tommy, I have participated in many service projects helping others.

- Because of Tommy, I have tried to follow The Four-Way Test.
- Because of Tommy, I have supported The Rotary Foundation.
- Because of Tommy, I am going to help 2008-09 RI President Dong Kurn Lee reduce child mortality.
- Because of Tommy, my mother is a Rotarian.
- Because of Tommy, I stand before you today as our district governor.
- Because of Tommy, I have made so many new friendships through Rotary.


So I have three questions for each of you:

- Who is your Tommy?
- What impact has Rotary had on your life?
- Have you been or will you be someone else's Tommy?

District 5240 GSE to Bangladesh, January 11th through February 8th, 2010.


The Rotary Foundation's Group Study Exchange (GSE) program is a unique cultural and vocational exchange opportunity for businesspeople and professionals between the ages of 25 and 40 who are in the early stages of their careers. The program provides travel grants for teams to exchange visits in paired areas of different countries. For four to six weeks, team members experience the host country's culture and institutions, observe how their vocations are practiced abroad, develop personal and professional relationships, and exchange ideas.

Do you know someone who might be interested? To qualify as a Team Member, they must NOT be in Rotary, or have an immediate family member in Rotary. Applicants will be interviewed on August 29th. Go to www.rotarydistrict5240.org for the application.



Hishmeh Enterprises
DBA Domino's Pizza®

Husam Hishmeh
Franchisee



1811 Knoll Dr. Ste A
Ventura, CA 93003

Phone (805) 650-9946
Fax (805) 650-9947
Mobile (805) 901-7402
husamhishmeh@sbcglobal.net



Travel By Carol
Independent Travel Consultant
specializing in tours & cruises.

Carol Marquez-Olson
E-mail: carolmtravels@roadrunner.com

Tel: (805) 642-4343
Fax: (805) 642-4343
Cell: (805) 415-5262

*This space is reserved for
Lynn's Jewelry
(805) 642-5500*

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



Rabobank, N.A.

Nikki Sloan
Vice President
Commercial Banking Officer

Office address 300 E. Esplanade Dr., Suite 110, Oxnard, CA 93036
Mailing address 300 E. Esplanade Dr., Suite 110, Oxnard, CA 93036-0208
Telephone 805/278-8344
Fax 805/988-6162
E-mail nikki.sloan@rabobank.com
www.rabobankamerica.com

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

*This space is reserved for
**Norman, Dowler, Sawyer, Israel,
Walker & Barton**
(805) 654-0911*

| | |
|--|--|
| <p><i>This space could be reserved for you ... Place your ad here!</i></p> | <p><i>This space is reserved for</i> Law Offices of Myers, Widders, Gibson, Jones & Schneider L.L.P. (805) 650-5915</p> |
| <p><i>This space could be reserved for you ... Place your ad here!</i></p> |  <p>Jordan Eller <i>Mortgage Banker / Sales Manager</i></p> <p>Office: 805-815-0111 Mobile: 805-252-7742 Fax: 805-815-0110 email: jeller@cmsdirectloans.com</p>  |

This space is reserved for
Camp Trinity
Summer Day Camp
(805) 642-3801

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, Mark Corbin | Religion, Protestant |
| Crozier, Thomas H. | Real Estate Development | Spellman, William J., D.D.S. | Prosthetic Dentistry |
| Doyle, Michael | Real Estate Management | Stewart, Richard E. | Banking, Real Estate Loans |
| Eller, Jordan | Banking, Mortgage Lending | Stork, Midge, CFP, CSPG | Financial Planning, Investments |
| Emch, James H., C.P.A. | General Accounting | Strohman, Joseph, Jr. | Business Law |
| Gallagher, Devere L. (Pete) | Automobile Servicing | Swan, Thomas | Investment Advisor |
| Gallagher, Richard | Stock & Bond Sales | Thompson, Vance, CLU, ChFC | Insurance, Financial Planning |
| Gill, Floyd | Bank Manager | Turner, Donna | Honorary Member |
| Gray, Bill | Property Management | Waddell, Sandy | Contractor-Portable Buildings |
| Gregorchuk, Jill | Banking Services | Widders, Monte L. | General Law |
| Hasan, Mohammed A., P.E., R.E.A. | Civil Engineering | Whitman, Diana | Honorary Member |
| Hashbarger, Tom | Health Services | Word, Jim | Department Store |
| Hata, Jeff | Printing | Yuncker, Chuck | Honorary Member |
| Hertel, Ronald | Real Estate Land Development | | |
| Hicks, William | Domestic Automobiles, Retail | | |
| 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 | | |