



The Rotary Club
of Ventura-East

The Breeze

Editor: Jordan Eller & Steve Phillips
Volume XLVI, Number 14

Rotary Club of Ventura-East • Official Newsletter and Bulletin

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October 22, 2009

Meeting October 22, 2009

Reported by Jordan Eller



Rafael Canton gave our Inspirational Message.

President Jeff rang the bell and invited everyone to lunch, guests and visiting Rotarians first!

Jeff thanked the greeter Andy Corliss. Rafael Canton gave our Inspirational Moment and President Jeff led us in our Flag Salute.

A.C. introduced our guests and visiting Rotarians. Since we didn't have any guests or visiting Rotarians,

A.C. had it pretty easy!

Deborah Perkins announced that our Opportunity Drawing was mystery prize being donated by Ron Polito.

Jeff's Announcements:

Reminders that the incoming GSE Team from Bangladesh will be in our area from October 20 - 26 and will be at the District Conference. Also, it's not too late to sign up for the District Conference which will be October 23 - 25.

We do not have the final totals in yet, but on the night of our Casino Night we had \$8,200 in gross receipts. Money is still coming in and bills are still coming in so we do not have a final total yet.

On Wednesday, Deborah Roberts and Jeff attended a breakfast hosted by Wells Fargo Bank. The reason for



Tom Swan spoke briefly about his trip to Japan.

the purpose for the breakfast was to celebrate Wells Fargo Community Support Breakfast 2009. At this breakfast there were 56 non-profits represented who each received \$1,000 grants from Wells Fargo to help support their programs and projects. With the help of Floyd Gill and the quick work of Judy Hoag, our club was among the 56 recipients of these grants. Floyd notified us a

few months ago of the opportunity, but we had literally only a few hours to submit our application. Judy Hoag volunteered to put together our submission letter and thanks to Judy's efforts, we were selected. We will use this money to increase our scholarship giving this year. This year, Wells Fargo will give over \$1.5 million in charitable contributions up from \$1.3 million last year. Thank you to Floyd, Judy and Wells Fargo Bank!

Avenues of Service reports:

Deborah announced that the Vocational Service meeting would be held on Oct. 22 at 5:30 pm, Hishmeh Enterprises.

Meeting, cont'd on page 3



Judy Hoag spoke about Poinsettia Plant sales.

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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

The District Conference was last weekend and Deborah Roberts, Jan Lindsay, Harriet Clune, Rich Stewart and I attended. As far as District Conferences go, this was my second.

I did not attend the District Conference the first 3 years I was in Rotary because I thought they would be boring and besides, I was too busy to give up a weekend to go to a District Conference. I must say I regret not going to the first 3. I now look at the District Conference as an opportunity to get re-energized, reconnected and just plain have some fun!

We spend our year working and stressing on the day to day issues that affect our work and our families, the District Conference provides a means to “get away” from it all for a weekend. At a District Conference you get the opportunity to listen to some of the best key note speakers Rotary has to offer, and I must say that this years speakers were extraordinary. As a matter of fact Past Rotary International President Frank Devlyn spent a great deal of time talking about one of our past members Eric Nicolet.

You have the opportunity to meet with friends and acquaintances from other clubs that you may only meet at a District Conference. You get the opportunity to see some of the projects other clubs are working on. You get to talk to other Rotarians about issues or problems your club may be going through and see how other clubs are dealing with similar situations. You find out that your club is not an island and there is more than one solution to any given problem.

Make it a goal to attend next year’s District Conference. It will be somewhere other than Ventura so Wendy will have a suite at the Conference Hotel and we can all go and party in Wendy’s room and have a great time! Oh and what I said about the District Conference is 10 times better at the International Convention which will be in Montreal next year. The dates are June 20 - 23. Again, Wendy will have a suite at the one of the convention hotels, so we can all go to Wendy’s room and party there!

Saturday will be the last day of the Faulkner Farms Pumpkin Patch. Thank you to everyone who volunteered and worked so many hours over the past month. This is a fund raiser that takes many hours and a lot of people to accomplish, but it is also a fun event. The one thing I really enjoy about spending time at the Pumpkin Patch is being able to visit and learn more about our members and their families.

In case you haven’t noticed the recurring theme, one of the best things about Rotary, to me, is the opportunity to socialize and spend time with people I enjoy. After all, none of us is getting paid so if you are not having fun why are you doing it? I suspect that we are all having FUN!

YIRS
Jeff

2009 - 2010

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
.....	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

October 29, 2009

Sweet Dreams Mission - Jeff Corsello

November 5, 2009

H1N1 Virus - Dr. Henry Oster

November 12, 2009

Nicaragua Trip - Dave Anderson

November 19, 2009

Avenues of Service Meetings

Greeters

October 29, 2009

Jeff Coyner & Tom Crozier

November 5, 2009

Arnulfo Carbajal & Michael Doyle

November 12, 2009

Terry McBreen & Jordan Eller

November 19, 2009

Jim Emch & Pete Gallagher

Rotary Recognition

Program Chair: Rich Stewart

October 29, 2009 - TBA

November 5, 2009 - TBA

November 12, 2009 - TBA

November 19, 2009 - TBA

Meetings

TBA

New Member Training Session

November 19, 2009

Vocational Service

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

November 3, 2009

Board of Directors Meeting

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

November 9, 2009

Club Service

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

November 9, 2009

Community Service

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

November 17, 2009

International Service

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

November 12, 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

Meeting, cont'd from page 1

Judy Hoag, International Service, announced that there was not any International News to report, but we were in our Poinsettia selling season and we need lots of orders, so take the order forms and pass them out to all of your friends and have them pass them on to their friends at lets sell, sell, sell!

Tom Swan, Community Service, said we needed additional help for this Saturday and to park across the street at the nursery due to expected large crowds and other events happening adjacent to the Pumpkin Patch. Tom also briefly spoke about his recent trip to Japan and presented the club with a flag from a club he visited in Japan.

Happy Dollars: John Masterson, Tom Hashbarger, Nikki Sloan, Michelle Mercado, Monte Widders and Deborah Roberts!

Today's speaker was Captain Andy James, new commander of the Ventura California Highway Patrol. Andy had always wanted to help others and was greatly influenced by the 1970's TV series, CHiPs. He graduated from the academy in 1983, the last season of that series.

The CHP assumed the duties of the California State Police in 1995, so they are involved in much more than policing the highways. They also protect the State's infrastructure and dignitaries and are involved in computer crime suppression and gang interdiction. They have a very fast emergency response system and are able to have 500 officers on-site shortly after a disaster.

California has 71 million miles of roads, and the CHP has police jurisdiction throughout the State, whether within a city's limits or not. Of course, one goal is to get the highway death rate to decline. In 2008, the rate was 1.8 deaths per 100 million miles driven, and this has since fallen to 1.7. They have received a number of awards from M.A.D.D., Mothers of Drunk Drivers. Capt. James spent some time explaining the time it takes to dissipate alcohol from your system, and warned in particular against having "one for the road."

The mission of the CHP includes safety, service and security to the people of California. In the event of a natural disaster such as an earthquake, the CHP is out on the roads checking for problems in structural safety of highways, bridges and underpasses. They also inspect commercial trucks. Why? Because some of them carry dangerous cargo, including pesticides, bombs and radioactive materials. Brakes in particular are inspected, but the trucks are also weighed. Overweight trucks are a main cause of damage to highways.



Capt. Andy James spoke about the C.H.P.

Meeting, cont'd on page 4

Speeding is still the #1 reason for tickets, but these expensive tickets don't result in more money to Ventura. Speeding is involved in about 50% of accidents, and alcohol is involved in about 50% of deaths. Capt. James explained about the new all-direction radar detectors and their new LIDAR which can focus on a single vehicle rather than a cluster – so watch out! If you're pulled over, be courteous and *maybe* you'll only receive a verbal warning.

He summarized his advice to two things: don't speed, and don't drink and drive. Thank you, Captain James, for a fast-paced and very informative update on the CHP.

== Rocky

Dolly Parton to speak at 2010 convention

Rotary International News -- 27 October 2009

Country music legend and philanthropist Dolly Parton will be a keynote speaker during the 2010 RI Convention in Montréal, Québec, Canada, 20-23 June.

Parton will speak at the morning plenary session on 23 June to promote reading among preschool children. She and the Dollywood Foundation's Imagination Library teamed up with Rotary International in March to help provide age-appropriate books each month to children from birth until age five. Read more.

Parton will speak to Rotarians about the importance of early childhood reading and how the collaboration with Rotary International has augmented the success of the Imagination Library.

The singer developed a personal love of books while growing up in rural Tennessee, USA, where she saw firsthand the toll that illiteracy can take on families.

"I am thrilled about our partnership with Rotary International," she said in March. "Rotarians love kids as much as I do, so I truly believe we can do something extraordinary together to help even more children love to read and succeed."

Since its launch in 1996, the Imagination Library has provided more than 23 million books to preschoolers.



Dolly Parton will speak at the morning plenary session on 23 June to promote reading among preschool children. Photo courtesy of The Dollywood Foundation

Important Dates

Weekends in Oct. Pumpkin Patch
Oct. 23 - 25 District Assembly



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Rotarians make good use of social networking

Rotary International News -- 26 October 2009

Using Facebook has allowed District 7980 (Connecticut, USA) to connect with former Rotary Youth Exchange participants in preparation for a reunion.

"We have also been using LinkedIn to connect with other Future Vision Plan pilot districts to share thoughts," notes Alan Hurst, a member of the Rotary Club of East Hampton and District 7980's Youth Exchange chair.

K.N. Chandrashekar, a member of the Rotary Club of Hyderabad North, Andhra Pradesh, India, recently began using Facebook to share Rotary-related news. "I created an invitation for the RYLA 2009 being hosted by my club, and some non-Rotarians have responded wanting to know more about RYLA [Rotary Youth Leadership Awards]."

More and more Rotarians are finding that social networking is a great way to connect with other Rotarians, broaden their horizons, and spread the message about Rotary to non-Rotarians. We recently asked Rotary club members on RI's official LinkedIn page to share their experiences with social networks. Here are some of their responses:

Virginia "Viky" Garcia, a member of the Rotary Club of Laredo-Under Seven Flags, Texas, USA, says her club recently established a Facebook account. "I post invitations for all of our fans that let them know who the upcoming speaker is. The hope is to be able to recruit more members by providing information to them on our activities and the freedom to ask questions before going to visit with one of our members."

Facebook has helped Bill Pollard, a member of the Rotary Club of Churchland-Portsmouth, Virginia, USA, to keep in touch with Rotarians he met during his visits to other clubs during his year as governor of District 7600. "It also provides a great opportunity for our friends on Facebook who are not Rotarians to read our conversations about Rotary," he notes.

Facebook, cont'd on page 6



Rotarians are publicizing club events, reaching out to new members, and keeping in touch with program alumni through LinkedIn and Facebook.

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Weekly Raffle

We did not gather the raffle information for this week.



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The Rotary Club of Orlando, Florida, USA, has had success attracting new members through both LinkedIn and Facebook, says Linda Rolf, a member of the club and a software development specialist. "There is no doubt social networking opens doors that simply would not be possible otherwise."

"I believe we must learn to communicate with members and prospective members any way they want to receive communications," notes Kevin Learned, governor of District 5400 (parts of Idaho and Oregon, USA). "We have to acknowledge and embrace generational differences in communication preferences."

Matching Grants budget is fully committed

Rotary International News -- 1 September 2009

Dear Rotarians,

At their April meeting, The Rotary Foundation Trustees examined how the global economic crisis has affected the Foundation's ability to support Rotarians' good work worldwide. Like many foundations, we have been forced to reduce program spending, and consequently, the Matching Grants budget was reduced for 2009-10.

Recognizing the vital role that Matching Grants play in improving the lives of underserved communities around the world, the Trustees recently added an additional US\$2.3 million to the 2009-10 Matching Grants budget. These funds were recently made available from reduced grant spending in 2008-09. However, at this time, despite the budget increase, the Matching Grants budget has been fully committed.

As a result of the many grants that we were able to fund, our Foundation is supporting hundreds of outstanding projects at a time when they are most needed. Clubs and districts that have not received Matching Grants this Rotary year are encouraged to fund their projects entirely with cash and District Designated Fund contributions in lieu of receiving a match from the Foundation. Sponsors of pending Matching Grant applications will be notified of this option by their grant coordinator. Please note that the project budget must be a minimum of \$10,000 to use this option.

On behalf of The Rotary Foundation Trustees, I thank you for your understanding as we persevere together through these challenging economic times. We look forward to a time when our Foundation can once again expand its support of Rotarian service worldwide.

Frequently Asked Questions – Matching Grant Budget Reductions

Glenn E. Estess Sr.
2009-10 Chair, The Rotary Foundation Trustees



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

District 5240

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Beckwith, Robert E.	Office Equipment	Pazen, Robert L., O.D.	Optometry
Borneman, John	Songleading	Pazen, Wendy	Office Management
Canton, Rafael, M.D.	Psychiatry	Perkins, Deborah	Family Law
Carbajal, Arnulfo	Environmental Health	Phillips, Steve	Department Store, Manager
Cherry Eugene C., D.V.M.	Veterinary Practice, Small Animals	Polito, Ron	Commercial Real Estate
Clune, Harriet	Real Estate Management	Roberts, Deborah	Communications
Corliss, Andrew	Broadcasting	Shilton, Thomas E.	Pharmacy
Coyner, Jeff	Attorney, Civil Litigation	Sloan, Nicolette	Banking, Business Loans
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		
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