



The Rotary Club
of Ventura-East

The Breeze

Editor: Jeff Hata
Volume XLIX, Number 41

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata
April 19, 2012

Programs

Program Chair: Rocky Ludes & Deborah Perkins

April 19, 2012

Real Estate Update - Jordan Eller, Bill Gray & Judy Hoag

April 26, 2012

Astronomy - Solar Eclipse - Hal Jandorf

May 3, 2012

Bake Auction

May 10, 2012

TBA

Greeter

April 19 - Midge Stork

April 26 - Carol Marquez Olson

May 3 - Jim Word

May 10 - Deborah Roberts

May 17 - Jeff Hata

May 24 - Nikki Sloan

Fundraisers

Poinsettia Sales

Delivery Date

November 29, 2012

Rotary Bullseye Shooting Contest

July 4, 2012

Music Festival

August 18, 2012

Featured Performer

Ray Fresco

for information on fundraisers go to:
www.RotaryVenturaEast.org

Club Events

Important Dates

RYLA	Apr 19 - 22
Rotarians at Work Day (Rotary Rehab 3).....	Apr 28
BBQ Team in Action.....	Apr 28
R.I. Convention.....	May 6 - 9
D.G. Wade's Demotion.....	Jun 23
President Tom's Step Down	Jun 29
Rotary Bullseye Shooting Contest.....	Jul 4
Push em Pull em Parade.....	Jul 4

Raffle Prize Donors

April 19 - Jeff Hata

April 26 - Mark Rook

May 3 - Alison Thompson

May 10 - Dick Gallagher

Table of Contents

Programs / Greeters / Fundraisers / Recognition / Club Events .	1
President's Message	2
Meeting Notes	3
'The Rotarian' talks with Muhammad Yunus.....	5
Weekly Raffle.....	5
Membership List.....	7

Web Addresses

www.RotaryVenturaEast.org

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

Presidents Message ...



Tom Swan
President 2011-2012

What is Rotaract?

Rotaract is an international humanitarian service organization of young professionals and students spanning across 170 countries worldwide. All clubs are formed at the grassroots level, some clubs are community-based full of young professionals, whereas others are college based. Rotaract clubs are sponsored by local Rotary Clubs in the community. The clubs are expected to work together both to support club projects as well as networking and mentorship.

Rotaract clubs are required to complete two major service projects a year, one to address the local communities' needs, both physically and socially. The other is an international project that promotes thought and understanding, aimed at common good and peace.

Who is Ventura Rotaract?

Ventura Rotaract Club is a community based club that celebrated it's charter as an official club on June 7, 2010. Our mission is: Young professionals committed to serving and inspiring our local and international communities. We are focused on finding needs of our community by speaking with it's citizens and organizations, and seeing how we can contribute to positive change. We are finding ways to be part of the solution by expanding our comprehension of the world with key speakers who share their causes, and by attending events to help guide us in our club's desired avenues of service. Our board of directors is a dynamic and energetic group of individuals committed to expanding our horizons and establishing ourselves as a dedicated and philanthropic organization vested in promoting goodwill. President Cheney Caldwell, Vice President Nicole Cecov, Secretary Sarah Savelich, Community Service Chairs Kevin Clerici and Stacy Zaruka, and International Chair Greg Abrams are collaborating to ensure our club continues to strive for the greater good always, and remains a respected organization amongst our community.

Since our birthday, we have put on five fundraisers, and volunteered at a wide variety of events and causes. Screening 'The Cove', a documentary about the slaughter & survival of dolphins in Japan, was our first event and fundraiser. We donated funds to support Peggy Oki's trip to Japan just days later to protest the open of slaughter season. We are supportive of the global initiative by Rotary International, the Bill & Melinda Gates Foundation, WHO, and the United Nations, to eradicate Polio. Six of our members traveled to India in February 2011 to inoculate children with the Polio vaccine. We are committed to learning by experience, promoting peace through understanding, and sharing our stories to spread the word. The NID trip to India was costly, and given we are young professionals we needed to make up some funding to afford the life experience. First, we had our Taste of India night. We started with yoga classes, fed hungry guests Indian food, and finished the night with the The Final Inch, a documentary illustrating the last work towards eradication. The Red Run to End

President, cont'd on page 4

2011 - 2012 Club Board of Directors

Tom Swan.....	President
Jordan Eller.....	President Elect
Wendy Pazen.....	Past President
Ken Kagan.....	Secretary
Robert Lynn.....	Treasurer
Chad Gibson.....	Sergeant at Arms
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Robert Pazen.....	Director 2009-2012
John Masterson.....	Director 2010-2013
Arnulfo Carbajal.....	Director 2010-2013
Deborah Roberts.....	Director 2011-2014
Vance Thompson.....	Director 2011-2014

Avenues of Service Directors

Jordan Eller.....	Club Service
Bill Spellman.....	Vocational Service
Craig Miller.....	Community Service
Floyd Gill.....	New Generations
Judy Hoag.....	International Service
Mark Smith.....	Interact

Rotary International Officers

Paul P. Harris.....	Founder of Rotary
Kalyan Banerjee.....	President, Rotary International
Wade Nomura.....	Governor, R.I. District 5240
Frank Ortiz.....	Governor Elect, R.I. District 5240
Jack McClenahan.....	Governor Nominee District 5240
Dr. John Carroll (In Memoriam).....	P.D.G. 1981-1982
Jan Lindsay.....	P.D.G. 2004-2005
Sally Adelsblue.....	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

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?



Reach Within to Embrace Humanity

Meeting April 12, 2012

Reported by Jeff Hata



Jim Word introduced guests and visiting Rotarians.

President Tom invited everyone to lunch, guests and visiting Rotarians first!

Rich Stewart led us in the salute to the Flag.

Jim Word introduced guests and visiting Rotarians. Visiting from Rotary Club of Santa Paula was Bruce McGee. Guest of Jeff Hata was Michelle Mercado. Jim introduced our speaker Greg Stuart and Janet Young.

John Borneman led us in a song.

Harriet Clune announced that our raffle prize was \$50 cash donated by Rich Stewart.

Monte Widders spoke about the Rotary Foundation and Benefactors. Monte then presented John Borneman with his Benefactor Certificate and "Rabbit Ears." Benefactors is a promise to donate to the Rotary Foundation \$1,000 upon your death. There is also Bequest Society \$10,000 upon your death.

Avenues of Service.

Vocational Service -

Craig Miller spoke about the upcoming Rotary Rehab III project on April 28th. We will be assisting the non-profit Rebuilding Together on this project. Rebuilding Together has identified a home on the

west side that has a special needs child. The family needs a ramp installed and some other miscellaneous projects. We will be working from 9:00 am - ???

New Generations - Husam Hishmeh told the club that Rotaract will be going down to Mexico on May 12th to do a project. If you would like to go down with them you are welcome.

Club Service - Jordan Eller reminded us that in addition to Rotary Rehab we have a BBQ for about 500 people on the same day. We will need all hand on deck that day! Preparations



Rich Stewart led us in the Flag Salute.

for the shooting contest and Push em Pull em Parade on ongoing. The application for the Music Festival has been submitted to Libby Bowl.

Jordan also announced that Deborah Perkins has agreed to serve as Secretary next year.

Harriet then conducted the opportunity drawing and our lucky winner was Jeff Hata! We raised \$80 today!

Happy \$'s Jordan

Eller, Judy Hoag, John Borneman, Tim Hughes, Jeff Hata and Midge Stork.

Greg Stuart of Harmony Solutions International gave an interactive presentation on "A Crash Course in Goal Setting." Greg was aware that our Club is looking to create a five-year plan, and as such, tailored his presentation to our needs.

Greg is a Certified Business Coach who helps leaders achieve their dreams, both personally and professionally. Part of his coaching involves helping individuals and groups determine what is important to them and then how to set goals accordingly.

Greg started by asking our members to think about what strength each of them brings to Rotary. We had responses including dignity, committed to the community, and organizational skills.

Greg then took things a step further and asked each table to define the Club as they see it in just one word. Responses included: Service, Friendly, International, Needs-Focused, and Doers.

Greg then spoke about smart goals and defined them according to the acronym, WAYS M A R T. W = Written, A = Aligned with your vision, Y = Yours (your level of commitment), S = Specific, M = Measurable, A = Achievable, R = Realistic, and T = Time. Each table was then asked to formulate a smart goal that supported their table's definition of the Club.

Vance's table had a goal of one new member per month in Jordan's year. Carol's table had a goal of



Monte Widders presented John Borneman with his Benefactor Certificate & "Rabbit Ears"!

improving the lives of people. Bill's table had a goal of increasing membership by 20% by December 2012. Cecilio's table had a goal of taking ten people in wheelchairs to the theater by August 2012. Monte's table had a goal of adding ten new members by June 30, 2013, and the preference was for attractive, affluent women (LOL).

Greg then pointed out that when setting goals, it is important to determine the benefits of achieving each goal, the consequences of failing to achieve each goal, and exactly how committed you are to achieving each goal.

Finally, Greg noted that no matter how exciting your goals are and no matter how much you analyze your goals, there is truly only one thing necessary to achieve a goal . . . ACTION. Several of the members took Greg's call to action quite seriously, and immediately invited Greg to join our Club. That's the way to do it!

Thank you Greg for such a lively and thought-provoking presentation.

Deborah A. Perkins



Greg Stuart spoke to us about "Goal Setting."

Polio Now was our largest fundraiser to date. We have a stellar turnout for our first annual 5k, followed by a killer pancake breakfast and live music. We raffled off a Vespa at Red Brick Pizza, and forwarded the proceeds to our India trip. Most recently, we hosted a benefit for Empower Congo Women, a non-profit dedicated to helping women and children in DR Congo rebuild their lives. We were able to purchase 11 small business kits for Congolese women and girls.

Ventura Rotaractors get their kicks constructing and rebuilding housing, painting little faces on the 4th of July, serving Christmas dinner to the elderly, ringing bells for the Salvation Army, protecting pedestrians as crossing guards (yes, we even rock the neon vest!), clearing trash from beaches, riding in local parades, decorating and walking alongside the Rotary International float for the 2011 Rose Parade, bounding and laughing in a trampoline-filled warehouse, partnering with like organizations like Rotary, Ventura County AIDS Partnership, Habitat for Humanity, playing Santa's helper to underprivileged children, gathering up warm goods for the local homeless... the list is long. We have fun, and we do good work!

Rotary Club of Ventura-East

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'The Rotarian' talks with Muhammad Yunus, a speaker at the 2012 RI Convention

The Rotarian -- April 2012

Nobel Peace Prize winner Muhammad Yunus, known as the "banker for the poor", began transforming lives while an economics professor at the University of Chittagong in Bangladesh. What began as personal microloans to poor women in nearby villages grew into Grameen Bank, which today has more than 2,500 branches throughout the country. Grameen Bank has helped launch or expand the businesses of more than 8 million borrowers – 97 percent of them women. Yunus, a keynote speaker at the 2012 RI Convention, recently spoke with Warren Kalbacker, a frequent contributor to The Rotarian. Here is an excerpt of the interview.



In New York City's Jackson Heights, Yunus helps launch the first Grameen America branch. Five others are now open in the United States. Photo by Erica Lanser

The Rotarian: In 1976, you introduced the concept of microcredit, which involves providing loans of as little as a few cents to individuals. Many businesspeople might be puzzled as to how lending such small amounts could be effective.

Yunus: Microcredit started in one village in Bangladesh. I was teaching economics, and the country was going through famine. I was frustrated because the economic theories I taught in the classroom didn't have any meaning in the lives of poor people. I thought I'd try to do something to help individuals in the village next to the university campus. I noticed loan sharking in the village – people lending money to the poor with terrible conditions attached. The sharks took control of peoples' lives. I thought I could solve this problem by lending money myself. I visited those who were borrowing from the loan sharks, and I made a list of 42 names. The total money they owed was the equivalent of US\$27. I put the money in their hands to pay off the loan sharks so they could be free. When I did that, everybody got excited. If such a small amount of money could make so many people so happy, I thought I should do

Yunus, cont'd on page 6

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Weekly Raffle

Our raffle prize this week was \$50 cash donated by Rich Stewart. We raised \$80 this week. Our lucky winner this week was Jeff Hata! Congratulations Jeff and thank you to Rich Stewart for your generous donation.


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
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Yunus, cont'd from page 5
more of it.

TR: Your concept of social business involves raising and investing capital, then managing the enterprise for a return. Yet you specify that there will be no profit-taking. Aren't you offering something like two cheers for capitalism?

Yunus: People think if you take out the profit incentive, businesses cannot survive. That's absolutely wrong. There are many other incentives. In a social business, I make other people happy. By making other people happy, I become happy. That incentive is something economists don't understand. I am introducing that. I'm not walking out on capitalism; I insist that capitalism is misinterpreted. It's based on a single type of business: profit-making. It's imbalanced. If you add the social business leg to the capitalist system, then it becomes stable. When a business is run only to maximize profit, people are too busy to examine or solve social problems, so they let governments take care of those problems. But we citizens are capable of solving problems ourselves. That's what the social business can do.

TR: Grameen has teamed up with France-based food giant Danone to manufacture yogurt in Bangladesh. How does this venture differ from a traditional profit-making enterprise?


Yunus: This social business is a non-loss, non-dividend company designed to solve a social problem. If Grameen Danone Foods makes a profit, the profit stays with the company. Its purpose is to solve the problem of malnutrition among the children of Bangladesh. It makes a special type of yogurt that is inexpensive to produce and affordable to the poorest families. If a child eats it, he or she gradually becomes a healthy child. The company is now in its fourth year, and it's doing very well. The nutritional impact is clear, and the company is approaching the break-even point.

TR: You're a tireless advocate for personal initiative across all cultures. What motivates you?

Yunus: Economists assume that entrepreneurs who can take the risks and lead the way are limited in number – that these are the few people in the world with exceptional qualities, who are capable of being entrepreneurs, and the rest of the human beings are supposed to work under them. This is unacceptable. I insist that all human beings are entrepreneurs. No exceptions. No one lacks entrepreneurial capability. But institutions have framed policies that don't give us the opportunity to discover our entrepreneurial ability. They're being propagated through our education system, which is built on the premise that you work hard and get well paid, or you go to a good school and get a good job – as if a job is the ultimate goal of a human life. I say that is wrong.

TR: What will you focus on when you address this year's RI Convention?

Yunus: I'll be talking about the education system. All young people should be taught that they have choices. They can be a job seeker or a job giver. As they grow up, they can decide which they want to be. Institutions must be built so that whichever path young people take, they will be supported so they can pursue their goal in life. Right now, this choice is missing in the education system.




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District 5240

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Beckwith, Robert E.	Office Equipment	Murillo, Cecilio	Non-Profit
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Gallagher, Devere L. (Pete)	Automobile Servicing	Shimmel, Richard	Non-Profit
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Ludes, Rocky	CPA Tax		
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Masterson, John A.	Foreign Automobiles, Retail		