

The Rotary Club
of Ventura-East

The Breeze

Editor: Jeff Hata
Volume L, Number 28

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata
February 7, 2013

Programs

Program Chair: Deborah Perkins

- February 7, 2013**
Society of St Paul
- February 14, 2013**
TBA
- February 21, 2013**
TBA
- February 28, 2013**
TBA

Greeter

- February 7** - Laura Shannon
- February 14** - Jeff Hata

Fundraisers

Poinsettia Sales
Delivery Date
December 5, 2013

Rotary Bullseye Shooting Contest
TBA

Music Festival
May 10 & 11, 2013

Next Meeting: Every Monday
5:30 pm
GoCare Conference Room

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

Avenues of Service Meetings

Club Service	Mimi's	4th Wed	5:30
Vocational Service	Hishmeh Enterprises	1st Tues	5:30
Community Service	Mimi's	4th Wed	5:30
New Generations	Hishmeh Enterprises	1st Tues	5:30
International Service			

Standing Committee Meetings

Marketing	GoToMeeting	3rd Tues	10:30
Membership	GoToMeeting	4th Tues	10:30

Club Events

Important Dates

Master PRLS5	Feb. 16
PETS	Feb. 22 - 25
Basic PRLS	Apr. 12
District Assembly	Apr. 13
RYLA	Apr. 18 - 21
District Awards Recognition Night	Jun. 2
Grants Seminar	Jun 8
RI Convention	Jun 22 - 26
D,G, Frank Ortiz Stepdown	Jun 29
Push-Em Pull-Em Parade	Jul 4
President Tim's First Meeting	Jul 11

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Web Addresses

www.RotaryVenturaEast.org

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

Presidents Message ...



Jordan Eller
President 2012-2013

Fellow Rotarians:

Tonight at our monthly Board of Directors meeting I will purpose to the Board that we adopt a program that has been successful for the Downtown Ventura and Ventura South Rotary Clubs. The program is called NewGen, after the New Generations Avenue of Service, and the goal is to attract newer members between the ages of 30 to 45 years old. It's time that our Club adopts a strategy for membership that is more appealing to younger members in accordance with changing social values and needs.

The Downtown Club started this program back in late 2011 and Indy Batra, President of the Downtown Club, shared with me the details of this program which has been so successful they have added 12 new members since its inception. The goal is to attract members in the 30 to 45 year range, especially business owners and entrepreneurs, by offering a 2 year discounted membership plan. By the end of the two years, the plan is to have these new members fully integrated into our Club and become full paying members. The NewGen members will be responsible only for paying District and Club dues, and will only be responsible for paying for lunches when they come to Rotary meetings. All NewGen members are encouraged to attend every meeting and are expected to participate in at least two Club projects annually.

Just like with any plan or proposal, we must look at the potential negative impacts. One of them is that there is an unknown conversion rate for a NewGen member to become a full paying member after the two years is up. Someone could simply view this as an inexpensive networking opportunity and leave once the costs rise. Another would be the issue of our current members in that age bracket wanting to become a NewGen member which could result in decreased participation in the Club. I really don't think any of the issues outweigh the potential positive results of this plan, but it's always important to address the potential negatives.

Is there really a need for this you might ask and to that I say... absolutely! We have recently lost some of our younger members and if we had a program like this in place we may not have lost them. If we look at the numbers for Rotary International worldwide, the average age is currently 58 and 3% are under 30 and 9% are between 30 to 39. I haven't done the numbers for our Club, but I have a strong suspicion that the average age of our Club members is above 58 and that are percentages under 39 years old are not at 9%. We must face the fact that our Club is getting older and if we do not do something to counteract the demographics of our Club, we are counting down the days to our demise.

As Always, make it a great week!
Jordan

2011 - 2012 Club Board of Directors

Jordan Eller	President
Tim Hughes	President Elect
Tom Swan	Past President
Deborah Perkins	Secretary
Robert Lynn	Treasurer
Carol Marquez-Olson	Sergeant at Arms
John Masterson	Director 2010-2013
Alison Thompson	Director 2010-2013
Deborah Roberts	Director 2011-2014
Vance Thompson	Director 2011-2014
Ken Kagan	Director 2012-2015
Wendy Pazen	Director 2012-2015

Avenues of Service Directors

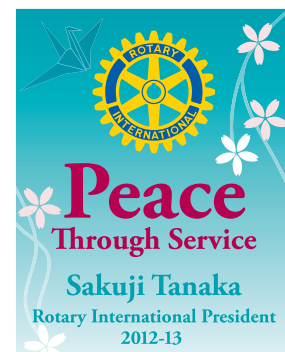
Tim Hughes	Club Service
.....	Vocational Service
.....	Community Service
Bill Spellman	New Generations
Judy Hoag	International Service
Mark Smith	Interact

Rotary International Officers

Paul P. Harris	Founder of Rotary
Kalyan Banerjee	President, Rotary International
Frank Ortiz	Governor, R.I. District 5240
Jack McClenahan	Governor Elect, R.I. District 5240
Loretta Butts	Governor Nominee District 5240
Dr. John Carroll (In Memoriam)	P.D.G. 1981-1982
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
Luz Maria Ortiz-Smith	P.D.G. 2009-2010
Deepa Willingham	P.D.G. 2010-2011
Wade Nomura	P.D.G. 2011-2012

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?



Meeting January 31, 2013

Reported by Jeff Hata



Bob Lynn led us in the Flag Salute.

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

President Jordan then asked Bob Lynn to please lead us in the salute to the Flag.

Harriet Clune introduced guests and visiting Rotarians.

Honorary members, Husam Hishmeh & Chuck Yuncker and our speaker Karen Gabler.

We wished John Borneman a happy birthday and then John led us in a song.

Joe Strohman called upon Husam Hishmeh to give a vocational moment. Husam has been very busy lately having grown the company to 50 stores from Oakland to San Diego. Fortunately Hishmeh Enterprises has left a few stores for other franchisees. The family business is to grow as big as they can. The one thing Husam has learned from the past year is how strong the human will is.

Husam's goal is to come back to the club in the next 6 - 8 months. The club brings a lot of love and humanity into Husam's life.

Alison Thompson led the first Community Service meeting and was grateful to all who attended. Many great ideas came from the meeting and it was decided that we would focus on projects involving literacy and elder care.

Jeff Hata spoke about the upcoming music festival. We are putting together a great event and we need to be excited about it. The committee is meeting every Monday at 5:30 in the GoCare conference room.

Balboa Interact will be meeting Wednesday at 12:45 in room 70. Judy Caldwell will be the speaker.

Chuck Yuncker spoke about job shadow and the car



Husam Hishmeh gave our Inspirational Message.

insurance requirements by February 28th. If you can drive, please complete the paperwork on the table and return it to Chuck or Bill Spellman as soon as you can. In addition to the paperwork you also need to provide your insurance declaration page.

Bill Spellman spoke about RYLA. we have 6 openings. If you have someone you would like to send to RYLA let Bill know ASAP otherwise all 6 spots will go to Buena students.

Bill Spellman spoke about the 50th Anniversary of our club. We would like to invite former members to join in the celebration. A sign up sheet was passed around to list former members to contact. The celebration will be 6:00 pm in the Ventura Room.

Rich Stewart had raffle tickets from Altrusa. The grand prize is a \$1,500 necklace donated by Bob Lynn. The money will be used for a scholarship given in Bob Lynn's mothers name.

Judy Hoag said that International Service will be planning a trip to Nicaragua soon. Details to follow.

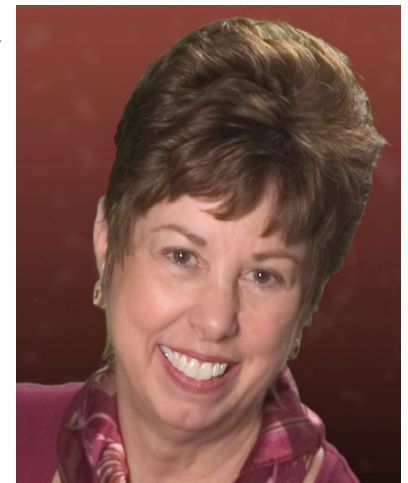
Tim Hughes passed around a sign up sheet for future Inspirational Messages.

President Jordan fined Bill Spellman for leaving a legal pad after the meeting last week!

Bob Pazen then read a humorous article which was supposed to be true. While reading, President Jordan checked the article on Snopes and found the article to be false. Isn't technology such a wonderful thing?

Happy \$'s: Harriet Clune, Wendy Pazen, Tim Hughes, Carol Marquez-Olson, John Borneman, Jordan Eller & Husam Hishmeh.

Our speaker Karen Gabler then spoke to us about the pitfalls of allowing employees to use social media on company computers.



Jeff Hata introduced guests & visiting Rotarians.

Top 5 Rotary stories of 2012

By Arnold R. Grahl
Rotary News -- 21 December 2012

The year got off to an exciting start in January when India marked a year without a new case of polio. By February, the World Health Organization had removed India from the list of endemic countries.

Here's a look back at this and other memorable Rotary events of 2012.

1. India polio free

After going an entire year without a new reported case of polio, India was removed from the list of polio-endemic countries by the World Health Organization (WHO). Ghulam Nabi Azad, India's minister of Health and Family Welfare, made the announcement at the Polio Summit 2012 in New Delhi on 25 February.

The news was a huge boost to the morale of Rotarians, who have been laboring to eradicate the crippling disease since 1985. Only three countries -- Nigeria, Pakistan, and Afghanistan -- remain on the polio-endemic list.

A chief contributor to India's success is the widespread use of the bivalent oral polio vaccine, which is effective against both remaining types of the poliovirus. Another is rigorous monitoring, which has helped reduce the number of children missed by health workers during National Immunization Days to less than 1 percent, according to WHO. The lessons learned in India may well



Top: Rotarians and state government leaders in Jaipur, Rajasthan, India, vaccinate children against polio during a National Immunization Day in 2011. Photo courtesy of the India PolioPlus Committee Bottom: RI President-elect Sakuji Tanaka unveiled the 2012-13 RI theme, Peace Through Service, during the opening plenary session of the 2012 International Assembly, a training event for incoming Rotary district governors. Rotary Images/Alyce Henson

Top 5, 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 CC		
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		



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Through Service, during the International Assembly in January. The then president-elect urged the Rotary leaders in training to explore the many ways they would be able to build peace through acts of service. He also asked Rotarians to promote three Rotary Global Peace Forums, the first of which was held 30 November to 2 December in Berlin. Remaining forums will be in Honolulu, Hawaii, in January, and Hiroshima, Japan, in May.

4. 2012 RI Convention

More than 35,000 Rotarians from 181 countries and geographical areas converged on Bangkok, Thailand, in May for the 2012 RI Convention. They celebrated successes in the campaign to eradicate polio (see above), and left with renewed energy to continue the fight against the crippling disease.

Her Royal Highness Princess Chulabhorn represented His Majesty the King during the opening ceremony, thanking Rotarians for their good work around the world. During four packed days of plenary and breakout sessions, Rotarians heard from a number of speakers, including microcredit pioneer and Nobel Peace laureate Muhammad Yunus; antipoverty crusader Hugh Evans; Gillian Sorenson, senior adviser and national advocate at the United Nations Foundation; and Grammy Award-winning singer-songwriter and activist Angelique Kidjo.


During the World Peace Symposium that preceded the convention, former Sudanese child soldier Emmanuel Jal talked about the atrocities he had witnessed, and Liberian Nobel Peace laureate Leymah Gbowee urged attendees to continue working for peace.

5. Interact turns 50; peace centers, 10

Interact clubs and their sponsors around the globe celebrated the program's 50th anniversary during World Interact Week, 5-11 November.

The first Interact club, at Melbourne High School in Melbourne, Florida, USA, received its charter in November 1962 under the guidance and sponsorship of the Rotary Club of Melbourne. In celebration of the golden anniversary, charter members of the club joined current Interactors and Rotarians from District 6930 for a night of reflection and fellowship.

The Rotary Peace Centers program marked its 10th anniversary in 2012. The program has been offering master's degrees in peace and conflict resolution at leading universities in Australia, England, Japan, Sweden, and the United States since 2002. In 2004, a three-month professional development certificate program was added at Chulalongkorn University in Thailand.




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

District 5240

Chartered May 23, 1963

Anderson, David.....	Architecture	Polito, Ron.....	Commercial Real Estate
Beckwith, Robert E.....	Office Equipment	Ponce De Leon, Augie.....	Honorary Member
Borneman, John.....	Songleading	Potts, Cari Ann.....	Attorney
Brinkman, Danielle.....	Accountant	Roberts, Deborah.....	Communications
Canton, Rafael, M.D.....	Psychiatry	Shannon, Laura.....	Wholesale Pet Supply
Clune, Harriet.....	Real Estate Management	Shilton, Thomas E.....	Pharmacy
Corliss, Andrew.....	Broadcasting	Smith, Mark Corbin.....	Religion, Protestant
Crozier, Thomas H.....	Real Estate Development	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
Gonzalez, Jesse.....	Automotive, Repair & Sales	Thompson, Alison.....	CPA
Gray, Bill.....	Property Management	Thompson, Vance, CLU, ChFC.....	Insurance, Financial Planning
Hashbarger, Tom.....	Health Services	Turner, Donna.....	Honorary Member
Hata, Jeff.....	Printing	Waddell, Sandy.....	Contractor-Portable Buildings
Hertel, Ronald.....	Real Estate Land Development	Widders, Monte L.....	General Law
Hicks, William.....	Domestic Automobiles, Retail	Whitman, Diana.....	Honorary Member
Hishmeh, Husam.....	Restaurateur, Franchisee	Word, Jim.....	Department Store
Hoag, Judith.....	Real Estate Sales, Residential	Yuncker, Chuck.....	Honorary Member
Hoag, Will.....	Honorary Member		
Hughes, Tim.....	Real Estate		
Jimenez, Richard.....	Honorary Member		
Jonas, Alwick.....	Storage		
Kagan, Kenneth.....	CPA		
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		
McGee, Bruce.....	Food Sales		
Norman, Richard M.....	Trial Law		
Norstedt, Chris.....	Honorary Member		
Noville, Robert.....	Civil Engineering (Retired)		
Pazen, Robert L., O.D.....	Optometry		
Pazen, Wendy.....	Office Management		