



The Rotary Club  
of Ventura-East

# The Breeze

Editor: Jeff Hata  
Volume LI, Number 18

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata  
November 21, 2013

## Programs

Program Chair: Robert Pazen

### November 21, 2013

D.A.'s Office: White Collar Crime - Howard Weiss

### November 28, 2013

Dark

### December 5, 2013

Poinsettia Delivery Day

### December 12, 2013

TBA

## Greeter

November 21 - Wendy Pazen

November 28 - Dark

December 5 - Jordan Eller

December 12 - Harriet Clune

December 19 - Dick Gallagher

## Fundraisers

### Poinsettia Sales

Delivery Date

December 5, 2013

### Eclectic Music Festival

CANCELLED

for information on fundraisers go to:  
[www.RotaryVenturaEast.org](http://www.RotaryVenturaEast.org)

## Avenues of Service Meetings

Club Service	TBD
Vocational Service	TBD
Community Service	TBD
New Generations	TBD
International Service	TBD

## Avenues of Service Meetings

Marketing	TBD
Membership	TBD

## Club Events

## Important Dates

Master PRLS3 .....	Nov 23
Poinsettia Plant Delivery .....	Dec 5
Master PRLS1 .....	Dec 14
Children's Christmas Party .....	Dec 19
Rose Parade Float Decorating .....	Dec 29
Joint Meeting (East, South, Downtown) .....	Jan 2
Mid-year District Meeting .....	Jan 11
Master PRLS2 .....	Jan 18
STEPS Poverty Conference .....	Jan 25
Master PRLS5 .....	Feb 15
PETS .....	Feb 20-23
Basic PRLS .....	Mar 22
District Assembly .....	Mar 29
RYLA .....	Apr 12-15
Master PRLS3 .....	Apr 12
Master PRLS4 .....	Apr 26

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Web Addresses

[www.RotaryVenturaEast.org](http://www.RotaryVenturaEast.org) • [www.RCVEConcert.com](http://www.RCVEConcert.com)  
R.I.: [www.rotary.org](http://www.rotary.org) • District 5240: [www.rotarydistrict5240.org](http://www.rotarydistrict5240.org)

# Message from our RI President Ron Burton

Dear fellow Rotarians,

Our goal in 2013-14 is to Engage Rotary, Change Lives . All of us know that Rotary has incredible potential to do good work. It's time to recognize how much more we could be doing and start working on new ways to turn that potential into reality. We're going to do this by engaging Rotarians – by getting them involved, by getting them inspired, and by making sure that all Rotarians know just what a gift they have in Rotary.

We're going to make sure that the work we do in Rotary is solid, effective, and sustainable. And we're going to make sure that Rotary itself will last – by committing to our goal of 1.3 million Rotarians in our clubs by the year 2015.

That goal is a little different from membership goals we've had in the past. The goal isn't just bringing in new members. The goal is growing Rotary. The goal is making Rotary bigger, not just with more members, but with more involved, engaged, motivated members who will be the ones to lead us into our future.

Each of us has our own reason for joining Rotary – but I believe we all want to make a difference. We all want to be doing something meaningful. That is absolutely essential for us to remember when we talk about membership.

We're not asking just anyone to join Rotary. We're looking to attract busy, successful, motivated people who care. We're asking them to take their valuable time and give it to Rotary. So if they say yes, and they come and join our club, then we'd better be showing them that their time in Rotary is well spent.

We have to make sure that every Rotarian, in every club, has a meaningful job – one that makes a real difference to the club and the community. Because when you're doing something meaningful in Rotary, Rotary is meaningful to you.

In Rotary, we all have something to give. At every stage of our lives and our careers, Rotary has something for all of us – a way to let us do more, be more, and give more. Rotary gives our lives more meaning, more purpose, and greater satisfaction. And the more we give through Rotary, the more Rotary gives back to us in return.

## 2012 - 2013 Club Board of Directors

Tim Hughes .....	President
Dave Andersson .....	President Elect
Jordan Eller .....	Past President
Wendy Pazen .....	Secretary
.....	Treasurer
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.....	Director 2011-2014
Vance Thompson.....	Director 2011-2014
Ken Kagan.....	Director 2012-2015
Laura Shannon.....	Director 2012-2015
Bruce McGee.....	Director 2013-2015
Bob Pazen.....	Director 2013-2015

## Avenues of Service Directors

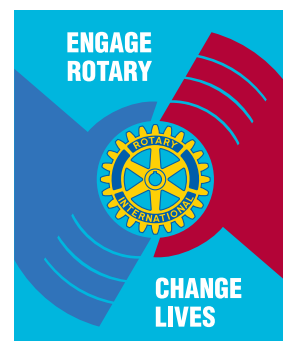
Dave Anderson.....	Club Service
Joe Strohmman .....	Vocational Service
.....	Community Service
.....	New Generations
Judy Hoag .....	International Service
Mark Smith .....	Interact

## Rotary International Officers

Paul P. Harris.....	Founder of Rotary
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Jack McClenahan.....	Governor, R.I. District 5240
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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
Frank Ortiz.....	P.D.G. 2012-2013

## 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 November 14, 2013

*Reported by Jeff Hata*



*Bob Pazen gave our joke of the week.*

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

Harriet Clune led us in the Flag Salute.

Dave Anderson then gave our Inspirational Message.

President Tim then thanked our greeter Wendy Pazen.

Bill Spellman introduced our guests and visiting Rotarians.

Guest of Joe Strohman was Katie Good. Bill also introduced staff from Buena High School who were present for the Student of the Quarter awards. From Buena High School was Danielle Williams, Guidance Career Tech, and Natalie Debbas. Natalie is assuming Chuck Yuncker's duties.

Vance Thompson announced that our raffle prize was a \$50 gift card to Lowes donated by Larua Shannon.

Bob Pazen then told our joke of the week followed by a song from John Borneman.

President Tim updated us on Poinsettia sales. We have only sold 130 cases of Poinsettia's so far. We need to sell at least 400 cases.

Avenues of Service:

President Tim asked if anybody could attend the Regional New Generations forum November 16th in Simi Valley or the 23rd in Santa Barbara.

The Moorpark Rotary Club is holding an End Polio Run/Walk on Saturday December 7th.

The Rotary Club of Ventura is conducting thier annual Coats for Kids project. You can turn in coats for the project until December 21st.

December 5th is our Poinsettia delivery day.

Vocational Service - Joe Strohman passed around a card for Chuck Yuncker and announced that next weeks speaker would be Howard Weiss.



*Scott Manninen presented Sam Nodal with a Student of the Quarter Award. Sam was here with his parents and Bill Spellman sponsored the award.*



*After many years of service to our Interact Club, Chuck Yuncker is moving to Texas.*



*Mary Chaney presented Charles Juric with a Student of the Quarter Award. Charles was here with his parents. Tom Swan sponsored the Student of the Quarter Award.*

We then presented our two students of the quarter. Natalie Debbas introduced Mary Chaney, Business Instructor, who presented Charles Juric with a student of the quarter award.

Scott Manninen, Wood Shop, then presented Sam Nodal with a student of the quarter award.

Tom Hasbarger spoke about the Christmas Shoppe.

Vance Thompson then conducted the raffle and our lucky winner was our speaker Dave Grau!



# Jack Sim wants you to talk about toilets



Jack Sim, founder of the World Toilet Organization, has used humor to draw attention to sanitation issues. The United Nations voted to make World Toilet Day, 19 November, an official UN observance.

Photo Credit: Alyce Henson/Rotary International

By age 40, Jack Sim was a successful entrepreneur running 16 businesses. He had enough money to retire, so he started searching for a neglected cause to which he could devote his time and effort.

Realizing that people don't want to talk about toilets, he set about making the humble commode into a media darling, founding the World Toilet Organization in 2001 and holding a special day every year to draw attention to sanitation. This year, the United Nations voted to make World Toilet Day, 19 November, an official UN observance.

Sim credits Rotary with helping him break the taboo around the subject. In October, his organization inducted Ron Denham, chair emeritus of the Water and Sanitation Rotarian Action Group, into its hall of fame. The honor recognizes the work Rotary and the action group have done to change behavior and improve sanitation.

"It is good to see Rotary being recognized for the impact we are having on people in the developing world," Denham said. "But this award is a wake-up call as much as a recognition. No progress has been made toward the [UN's] Millennium Development Goal of increasing access to safe sanitation. We as Rotary members must shift our focus from water to water and sanitation."

We sat down with Sim, also known as Mr. Toilet, at the action group's World Water Summit in Lisbon, Portugal, in June.

Sim, cont'd on page 5

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### 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 GC
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

**Jeff Hata**

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Sim, cont'd from page 4

The Rotarian: You use humor to break through the toilet taboo. How did you come up with that approach?

Jack Sim: Once you make people laugh, they will listen to you. I saw another person who did it very well: Mr. Condom from Thailand. He promoted the condom by making people laugh, so I did the same with toilets.

Everybody has their personal toilet horror stories, whether about their travels or about their children. You just have to let the conversation flow naturally, and everybody will talk about toilets. In fact, once they feel it's a legitimate topic, they can't stop.

**What can Rotary members do to get people talking about sanitation?**

Sim: More than 100 years ago, one of the first Rotary projects was to build a public toilet. Every Rotary member should know this story. When members do water and sanitation projects, at least 85 percent of them focus on water. But you cannot have clean water if people are still defecating into the river. You cannot improve quality of life for the poor if people are still getting sick because of lack of proper sanitation. Women cannot be safe if they are subjected to rape or molestation because they have to go to the toilet in the bush. You cannot achieve education for girls if they have no place to change their sanitary napkin, so they drop out of school for a week every month to avoid embarrassment, and eventually cannot catch up and drop out altogether.

**You and others talk about approaching sanitation from the angle of behavior change and getting people to want to use toilets. What should Rotary be doing differently to promote sanitation?**

Sim: The way to do it is to make toilets sexy, to make toilets a status symbol just like a cell phone. Even schoolchildren in the slums have cell phones, yet they have no toilets. The best way to know that a person wants a toilet is when he buys it.

A market-based solution is the most sustainable model. Instead of putting toilets in the ground and hoping people use them, if you invest this money in training people to set up a factory to produce toilets and train local ladies to sell toilets on commission, then you create jobs, you create entrepreneurship, and you deliver proper sanitation. Even after your investment is used up, the business continues to grow.

By Jenny Llakmani

Adapted from a story in the November 2013 issue of The Rotarian  
19-Nov-2013

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**Weekly Raffle**

Our raffle prize this week was a \$50 Lowes gift card donated by Laura Shannon.

Our lucky winner was our speaker Dave Grau.

We have raised \$116 today bringing our total to \$1,706 for this Rotary year.

Congratulations Dave and thank you to Laura Shannon for your generous donation.



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# End Polio Now campaign earns top public relations award

Rotary's End Polio Now campaign has won a top award in global public relations from PR News, a public relations resource serving the communications and marketing community.

The highly regarded Platinum Awards presented by PR News salute the year's most outstanding communications initiatives and organizations, and honor corporations, agencies, and nonprofits that take chances, make significant strides, and understand the power of public relations.

In announcing the awards, PR News noted that Rotary's End Polio Now campaign has "worked to keep polio eradication squarely in the public eye, resulting in increased funding and an enhanced public image of Rotary as a global humanitarian service organization."

**Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.**

**Thomas A. Edison**

**If you're going through hell, keep going.**  
**Winston Churchill**


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District 5240

Chartered May 23, 1963

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Anderson, David .....	Architecture	Pazen, Robert L., O.D. ....	Optometry
Beckwith, Robert E. ....	Office Equipment	Pazen, Wendy .....	Office Management
Borneman, John .....	Songleading	Polito, Ron .....	Commercial Real Estate
Canton, Rafael, M.D. ....	Psychiatry	Ponce De Leon, Augie .....	Honorary Member
Cerasuolo, Josh .....	Professional Carpet Cleaning	Potts, Cari Ann .....	Attorney
Clune, Harriet .....	Real Estate Management	Roberts, Deborah .....	Communications
Corliss, Andrew .....	Broadcasting	Shannon, Laura .....	Wholesale Pet Supply
Crozier, Thomas H. ....	Real Estate Development	Shilton, Thomas E. ....	Pharmacy
DuBois, Eric .....	Funeral Director	Smith, Mark Corbin .....	Religion, Protestant
Eller, Jordan .....	Banking, Mortgage Lending	Spellman, William J., D.D.S. ....	Prosthetic Dentistry
Emch, James H., C.P.A. ....	General Accounting	Stewart, Richard E. ....	Banking, Real Estate Loans
Gallagher, Devere L. (Pete) .....	Automobile Servicing	Stork, Midge, CFP, CSPG .....	Financial Planning, Investments
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Gray, Bill .....	Property Management	Thompson, Allison .....	CPA
Hashbarger, Tom .....	Health Services	Thompson, Vance, CLU, ChFC .....	Insurance, Financial Planning
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Hicks, William .....	Domestic Automobiles, Retail	Widders, Monte L. ....	General Law
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Hoag, Will .....	Honorary Member	Yuncker, Chuck .....	Honorary Member
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Jimenez, Richard .....	Honorary Member		
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Ludes, Rocky .....	CPA Tax		
Lynn, Robert .....	Jewelry		
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Masterson, John A. ....	Foreign Automobiles, Retail		
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