



The Rotary Club
of Ventura-East

The Breeze

Editor: Jeff Hata
Volume LII, Number 29

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata
February 12, 2015

Programs

Program Chair: Joe Strohman / Ken Kagan

February 12, 2015

Tania Garcia - CSUCI: "State of the campus and future events"

February 19, 2015

Rich Rozzelle - "Our local state parks"

February 26, 2015

TBA

March 5, 2015

TBA

Greeter

February 12 - Tom Hashbarger

Fundraisers

Poinsettia Sales

Delivery Date
December 3, 2015

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

Avenues of Service Meetings

Club Service	TBD
Vocational Service	TBD
Community Service	TBD
New Generations	February 10 5:30
Conference Call	(213) 992-5290 PIN 01623
International Service	TBD
Marketing	TBD
Membership	TBD

Club Events

Important Dates

Student of the Quarter	Feb. 19
Bake Sale	Apr. 2
Rotaract Non-Profit Summit.....	Apr. 6
Job Shadow.....	Mar. 26

Raffle Scholarship Donor

February 12 - Jeff Hata

Table of Contents

Programs / Greeters / Fundraisers / Recognition / Club Events	1
Message from President Dave Anderson.....	2
Meeting Notes	3
Promoting membership with new ideas, even some that challenge tradition.....	3
Weekly Raffle.....	5
Atlas Tutoring Project	6
Membership List.....	7

Web Addresses

www.RotaryVenturaEast.org • www.VenturaRotaract.com
R.I.: www.rotary.org • District 5240: www.rotarydistrict5240.org

Presidents Message ...



Dave Anderson
President 2014-2015

I'd like to commend everyone in Rotary Club of Ventura East for your generous donation of time, money and effort towards the Club's humanitarian goals during the preceding year.

I can happily report that the Poinsettia project was a great success - with a preliminary figure of about \$9,500 in profits! Add to that the \$3,500 in net earnings from our BBQ events during the last six months.

These efforts, by you and your fellow club members, allow The Rotary Club of Ventura East to give back to the community in profound and meaningful ways.

I'll share the letter we received from Chuck Terra of Food Share (and one of our newest club members!):

"I would like to express a big thank you to you and our team at 'Rotary Ventura East' for sponsoring a tree at the 2014 CAN-tree event at The Collection Riverpark. This year's event was a huge success in that we more than doubled the number of trees from last year. The success of this year's event could only happen because of partnerships like yours. FOOD Share will have plenty of food this holiday season for people in our community. I am attaching a picture of the tree our team built. Again thank you and I look forward to talking with you soon."

Regards,
Chuck Terra
Resource Development Manager
FOOD Share Inc.

It is a pleasure working with each of you as fellow Rotarians. I wish you all the best of Holiday Cheer!!

Dave

2014 - 2015 Club Board of Directors

Dave Anderson	President
Bruce McGee	President Elect
Tim Hughes	Past President
Tom Hashbarger	Secretary
Alison Thompson	Treasurer
Dick Gallagher	Sergeant at Arms
Tim Blackwell	Director 2012-2015
Ken Kagan	Director 2012-2015
.....	Director 2013-2016
Laura Shannon	Director 2013-2016
Todd Juvonen	Director 2014-2017
.....	Director 2014-2017

Avenues of Service Directors

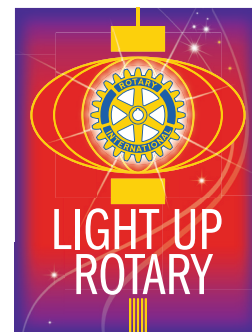
Bruce McGee	Club Service
Joe Strohman	Vocational Service
Nicole Kreutz	Community Service
Jeff Hata	Youth Service
Judy Hoag	International Service

Rotary International Officers

Paul P. Harris	Founder of Rotary
Gary C.K. Huang	President, Rotary International
Loretta Butts	Governor, R.I. District 5240
Jim Bell	Governor Elect, R.I. District 5240
John Weiss	Governor Nominee District 5240
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
Frank Ortiz	P.D.G. 2012-2013
Jack McClenahan	P.D.G. 2014-2015

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 February 5, 2015

Reported by Wemdy Pazen



Who will be our next P.E.N???

from Ventura-Downtown was Tommy Slater and guest of Bruce McGee was Kathy McGee! Guest of Ken Kagan was Past President of the Moorpark Morning Rotary Club Lilly Cantebury.

Bruce McGee gave our inspirational message which was about membership and the need to grow our club.

Happy \$'s: John Borneman, Rich Stewart, Bob Pazen and Tim Blackwell.

Todd Juvonen polled the club to see who would like to have a paper invoice and who would like to have their invoices mailed. Todd passed around a sign up sheet to check email or mail.

President Dave presented Tim Blackwell with his Blue Badge! Congratulations Tim.

John Borneman led us in a song followed by the joke of the week given by Jeff Hata.

Joe Strohmman reminded everyone about the Foundation Board Meeting on February 12th and Student of the Quarter on February 19th.



Andy Corliss is now back at home!

PROMOTING MEMBERSHIP WITH NEW IDEAS, EVEN SOME THAT CHALLENGE TRADITION



Rotary member Michael McQueen, a bestselling author and founder of The Nexgen Group, talks to district governors-elect on 20 January about keeping Rotary relevant.

Photo Credit: Rotary International/Monika Lozinska

Strengthening Rotary's membership is not just important for incoming district governors, it's critical. That's the message they received from several key speakers at their training event, the 2015 International Assembly in San Diego.

For membership to grow, leaders must be willing, for example, to ease stringent club meeting protocols and make other efforts to accommodate a younger, digitally oriented demographic.

Seventy percent of Rotary members are 50 years or older, while half of the world's population is under 30, according to Rotary leaders. The contrast shouldn't be something to fear, but rather something to embrace, said Rotary member Michael McQueen, a bestselling author who studies social change, youth culture, and cultural issues and whose consulting firm, The Nexgen Group, specializes in demographic shifts and social trends.

To engage this young demographic, McQueen says that staying relevant is crucial. He shared three key ways that enduring organizations can do that: recalibrate, re-engineer, and reposition.

But relevance does not involve compromise, McQueen stressed; the values, priorities, and commitment of Rotary should never change. "Any organization that is willing

membership, cont'd on page 4

membership, cont'd from page 3

to compromise its DNA in order to stay relevant never lasts. After all, if you don't stand for something, you'll fall for anything," said McQueen, a member of the Rotary Club of Crows Nest, New South Wales, Australia.

RI General Secretary John Hewko expressed a similar view when he addressed the assembly. He said it's clear that members have been able to accomplish a great deal, but asked what they are "willing to do" to make Rotary stronger.

"So I'm asking all of you, in the coming year, to be voices for doing everything we can in Rotary, not just everything that's comfortable or easy or the way things have always been done," he said. "Be advocates for thoughtful, positive, and lasting change. We have a great tradition in Rotary, but it's our tradition. We made it, we own it -- it doesn't own us; if it no longer serves its purpose, we can change it."

McQueen suggests adjusting some of the traditions, processes, and protocols that "could be the very things that cause us to lose relevance."

In McQueen's native Australia, the Rotary Club of Toronto Sunrise, New South Wales, has three members sharing leadership responsibilities for a year as co-presidents. The club reports that having the skills and ideas of three leaders is prompting other changes, and has already resulted in a 25 percent gain in membership.

According to McQueen, change and innovation are led by people with fresh perspectives. Rotary members can draw new ideas from new members, guest speakers, family members, even children who tag along to club meetings.

"The beauty of people with fresh eyes is that they don't know how things have always been done because no one has told them yet," said McQueen. "They have no trouble thinking outside the box because no one has told them what the box even looks like."

And young people, he said, "represent an enormous opportunity for this organization from a membership point of view. They are an ambitious bunch of natural networkers who, contrary to popular opinion, have a strong sense of civic duty."

Change is never easy, McQueen conceded, but Rotary members must be open to it. "We must avoid the trap of ever feeling we have arrived at the winning formula, which we then set in stone. After all, the moment you think you've made it, you've passed it."

Growing membership is a major goal of Rotary President Gary C.K. Huang. Engaging youth, inviting more women into clubs, and embracing change are all important to increasing and keeping members, Huang said.

Sometimes, he noted, adding a member is as simple as asking someone to join. Since he took office on 1 July, Huang has recruited several

membership, 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 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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Rotary Club of Ventura-East on social media ...



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www.FaceBook.com/venturaeast



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www.Twitter.com/VenturaEast

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Office Manager

Dr. Robert L. Pazen
Optometry
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Ventura, CA 93003
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Fax: 805/650-2024



membership, cont'd from page 4

dignitaries while traveling, including Ed Royce, a U.S. congressman from California; Mulenga Sata, deputy mayor of Lusaka, Zambia's capital; and Beatrice Lorenzin, Italy's minister of health. All of them, Huang said, praised Rotary's work before being asked to join.

RI President-elect K.R. "Ravi" Ravindran applauded Huang's tireless work, calling him a "one-man army" promoting membership.

"All of you are going to be busy people next year, and I urge you to make a habit of asking other busy people to join. Don't leave them out," said Huang, "Maybe some of them will say no, and that's OK. But I don't want any of them to say they are not Rotarians because nobody ever asked."

He added: "Our membership and services are what make Rotary powerful and strong. To keep it strong, membership recruitment and retention have to be a priority for every incoming Rotary leader."

By Ryan Hyland
Rotary News
21-JAN-2015

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Weekly Raffle

Our raffle prize this week was \$50 cash donated by Nicole Kreutz.

Our lucky winner was our speaker Mike Tracy!

Mike generously donated his prize back into our raffle donations for the year! Thank you Mike!!!

Thank you to Nicole Kreutz for your generous donation and congratulations to Mike Tracy!



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
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ATLAS Tutoring Project

Rich Stewart



The Rotary Club of Ventura-East has embarked on a project at ATLAS, the Academy of Technology & Leadership at Saticoy, assisting Leadership Teacher Julie Crist with the Homework Club. Children in 2nd, 3rd, 4th, and 5th grades come to the clubroom for an hour after school to do their homework before they go home. Rotarians are there to help Ms Crist and her aide. Dick Gallagher helped 2nd graders with their reading. Rich Stewart helped with 4th grade vocabulary.





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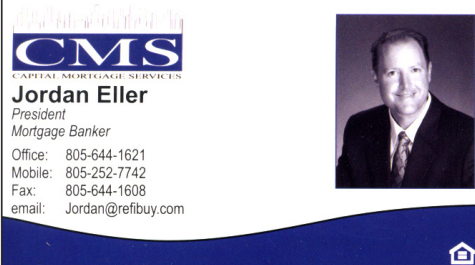
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Rotary Club of Ventura-East, Membership List 100% Paul Harris Fellow Club

Chartered May 23, 1963

District 5240

Albee, Lee	Retired	Potts, Cari Ann.....	Attorney
Anderson, David	Architecture	Shannon, Laura	Wholesale Pet Supply
Blackwell, Tim.....	Insurance	Spellman, William J., D.D.S.....	Prosthetic Dentistry
Borneman, John	Songleading	Stewart, Richard E.....	Banking, Real Estate Loans
Burgh, Jeff	Government	Stork, Midge, CFP, CSPG	Financial Planning, Investments
Canton, Rafael, M.D.	Psychiatry	Strohman, Joseph, Jr.....	Business Law
Cekov, Michelle	Non-Profit	Swan, Thomas.....	Investment Advisor
Clune, Harriet	Real Estate Management	Thompson, Allison	CPA
Corliss, Andrew.....	Broadcasting	Thompson, Vance, CLU, ChFC.....	Insurance, Financial Planning
Eller, Jordan.....	Banking, Mortgage Lending	Turner, Donna	Honorary Member
Emch, James H., C.P.A.	General Accounting	Waddell, Sandy	Contractor-Portable Buildings
Gallagher, Devere L. (Pete).....	Automobile Servicing	Widders, Monte L.....	General Law
Gallagher, Richard.....	Stock & Bond Sales	Whitman, Diana	Honorary Member
Gray, Bill	Property Management	Word, Jim	Department Store
Hashbarger, Tom	Health Services	Yuncker, Chuck.....	Honorary Member
Hata, Jeff	Printing		
Hicks, William	Domestic Automobiles, Retail		
Hishmeh, Husam	Restaurateur, Franchisee		
Hoag, Judith	Real Estate Sales, Residential		
Hoag, Will	Honorary Member		
Hughes, Tim	Real Estate Sales, Residential		
Juvonen, Todd	Financial Services		
Kagan, Kenneth.....	CPA		
Kreutz, Nicole	Banking		
Ludes, Rocky.....	Honorary Member		
Lynn, Robert	Jewelry		
Marquez-Olson, Carol	Travel Agency		
Marsh, Sam	Secondary Education		
Masterson, John A.....	Foreign Automobiles, Retail		
McGee, Bruce.....	Wholesale Foods		
Norman, Richard M.	Trial Law		
Norstedt, Chris.....	Honorary Member		
Noville, Robert.....	Civil Engineering (Retired)		
Pazen, Robert L., O.D.	Optometry		
Pazen, Wendy	Office Management		
Polito, Ron	Commercial Real Estate		
Ponce De Leon, Augie.....	Honorary Member		