



The Rotary Club  
of Ventura-East

# The Breeze

Editor: Jeff Hata  
Volume LIII, Number 3

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata  
July 16, 2015

## Programs

Program Chair: Joe Strohman / Ken Kagan / Alison Thompson /  
Tom Hashbarger

### July 16, 2015

Jim Salzer - Salzer Records

### July 23, 2015

Bill Spellman - Interview Daryl Cruser and Kathy McGee

### July 30, 2015

David Comden - Ventura Hillside Conservancy

### August 6, 2015

Barbara Hinton - Ventura Art & Street Painting Festival

### August 13, 2015

Rubicon Theatre Company

### August 20, 2015

Megan Gately - Museum of Ventura County

### August 27, 2015

D.G. 5240 Jim Bell - District Governor's official visit

### September 3, 2015

Randy Friedman - Ventura County Animal Services

## Fundraisers

### Poinsettia Sales

Delivery Date  
December 3, 2015

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
Conference Call (213) 992-5290	PIN 01623
International Service	TBD
Marketing	TBD
Membership	TBD

## Club Events

### Important Dates

Ventura Chamber Family Day (BBQ Team).....	Aug. 22
District Governor Jim Bell's Official Visit.....	Aug. 27
Moorpark Beer Festival (BBQ Team).....	Oct. 10
Moorpark Civil War Reenactment (BBQ Team).....	Nov. 7 - 8

## Raffle Scholarship Donor

July 16 - TBA

## Greeter

July 16 - TBA

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Web Addresses

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

## Presidents Message ...



**Bruce McGee**  
President 2015-2016

My comments on club culture and goals from my first meeting:

1. If you are asked to help by President, Board or committee chair the answer is yes I will make it happen or find someone who can.
2. Club culture-FUN, busy, make a difference, pitch in
3. What do you want to do-what are you waiting for?
4. We have an invitation issue not a membership issue AUGUST is membership month-get ready
5. What is our niche-our elevator speech? Why would people join us and not downtown club
6. Good Samaritan hospitality committee will be headed by Kathy-let us know if a club member or partner is ill or needs support.

This week please sit at a different table and get to know members you have not mixed with or know little about.

### **VENTURA EAST ROTARY 2015-16 BOARD GOALS**

We will strive to hit these goals, please review and commit to them

1. GROW MEMBERSHIP FROM 44 TO 64
2. DEVELOP AN ONBOARDING AND MENTOR PROGRAM FOR NEW MEMBERS
3. HAVE FUN
4. DEVELOP A CULTURE OF LEADERSHIP TO GROW INVOLVEMENT AND SHARE THE LOAD
5. INCREASE COMMUNITY SERVICE FREQUENCY TO HAVE FUN AND GROW MEMBERS
6. FUNDING-DOUBLE POINSETTIA SALES , REVAMP BBQ TEAM THIS YEAR

Serving with the best  
Thank you,  
Bruce McGee

## 2015 - 2016 Club Board of Directors

Bruce McGee.....	President
Husam Hishmeh.....	President Elect
Dave Anderson.....	Past President
Tom Hashbarger.....	Secretary
Alison Thompson.....	Treasurer
Dick Gallagher.....	Sergeant at Arms
.....	Director 2013-2016
Laura Shannon.....	Director 2013-2016
Todd Juvonen.....	Director 2014-2017
.....	Director 2014-2017
Tim Blackwell.....	Director 2015-2018
.....	Director 2015-2018

### Avenues of Service Directors

Husam Hishmeh.....	Club Service
Joe Strohmman.....	Vocational Service
Nicole Kreutz.....	Community Service
Jeff Hata.....	Youth Service
Judy Hoag.....	International Service

### Rotary International Officers

Paul P. Harris.....	Founder of Rotary
K.R. Ravindran.....	President, Rotary International
Jim Bell.....	Governor, R.I. District 5240
John Weiss.....	Governor Elect, R.I. District 5240
.....	Governor Nominee District 5240
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
Loretta Butts.....	P.D.G. 2015-2016

### 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?



**Be a gift to the world**

# Meeting July 9, 2015

*Reported by Jeff Hata*



*Bob Lynn gave our joke of the week.*

President Elect Husam rang the bell and invited everyone to get their lunch, guests and visiting Rotarians first.

Midge Stork announced that our raffle prize was a Trader Joes insulated bag full of picnic goodies include 3 bottles of wine!

Midge also told everyone that this year the raffle funds would go into a "General Fund" to help with local

community projects the club might want to work on.

Todd Juvonen led us in the Flag Salute.

President Elect Husam then thanked Bob Noville for greeting.

Alison Thompson gave our Inspirational Message.

Rich Stewart introduced guests and visiting Rotarians. Tyler Jackson visited us today just because he wanted to find out more about Rotary and what our club was up to.

Visiting from Ventura Rotaract was President Juan Espinosa, Daniel Jenkins, Faye & Nicole.

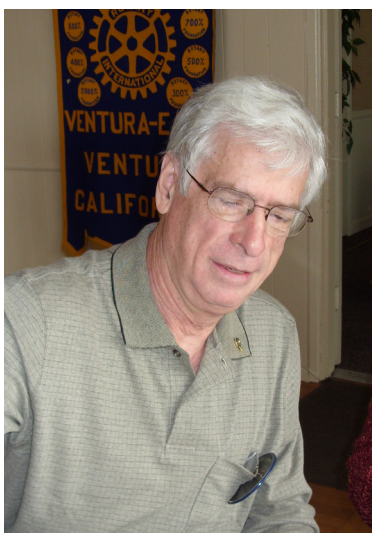
Bob Lynn gave our joke of the week.

Tom Swan asked Bob Noville to talk about the Push em Pull em parade and Bob said he could not believe how many people were there!

Tim Hughes spoke about the Rotary cards we have inviting people to come visit us. Please take some and use them.

Husam spoke about the highs and lows of last week, but the good part is that he will be in Greece next week.

Happy \$'s: Husam Hishmeh, John Masterson, Bill Spellman, Judy Hoag, Bill Hicks and Joe Strohman.



*Rich Stewart introduced guests and visiting Rotarians.*

The Rotaractor's spoke about their upcoming build in Mexico where they will be helping build a house in a day! They invited interested Rotarian's to sign up and come along to help!

Midge Stork conducted the raffle and our lucky winner was Daryl Crusier!

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## Did ya know???

*The ABC's of Rotary by Cliff Dochterman*

*1992-93 President*

*Rotary International*

### The Official Rotary Flag ...

An official flag was formally adopted by Rotary International at the 1929 Convention in Dallas, Texas. The Rotary flag consists of a white field with the official wheel emblem emblazoned in gold in the center of the field. The four depressed spaces on the rim of the Rotary wheel are colored royal blue. The words "Rotary" and "International" printed at the top and bottom depressions on the wheel rim are also gold. The shaft in the hub and the keyway of the wheel are white.

The first official Rotary flag reportedly was flown in Kansas City, Missouri, in January 1915. In 1922 a small Rotary flag was carried over the South Pole by Admiral Richard Byrd, a member of the Winchester, Virginia, Rotary Club. Four years later, the admiral carried a Rotary flag in his expedition to the North Pole.

Some Rotary clubs use the official Rotary flag as a banner at club meetings. In these instances it is appropriate to print the words "Rotary Club" above the wheel symbol, and the name of the city, state or nation below the emblem.

The Rotary flag is always prominently displayed at the World Headquarters as well as at all conventions and official events of Rotary International.

# DISTRICT 5240 JULY 2015 NEWSLETTER

Welcome to the 110th year of Rotary! There's great comfort in knowing that Paul Harris established a wonderful service-directed organization that continues to flourish around the world today because of your hard work and dedication.

I'm pleased to join our now 74 Club President-Elects in District 5240 who now become the new leaders of their clubs. As is the tradition in Rotary, we change "management" on July 1st every year from the top down throughout the entire Rotary organization world-wide. Although some may think this to be a cause of concern, it really allows for creativity, fresh ideas and the focus in each club to flourish under the guidance of a new club President and Board of Directors. Indeed, it is truly unique and a source of our strength.

Donna and I look forward to meeting each of you when we visit your club in the upcoming months. We have been very active in our visitations during the past year and welcome the opportunity to continue doing so. There is nothing that compares to visiting Rotarians in their club and hearing the stories, the projects, the pride of ownership of their club while there.

The District Staff has a simple goal for 2015-2016 – to help our clubs become "Bigger, Better, and Bolder" in the next year. If we succeed then it will be very clear that the best days of Rotary are still ahead.

Remember to keep submitting stories and photos of your club projects and fundraising events for the District website (see the How To here), engage in the District Facebook Group at [www.facebook.com/groups/76317187164/](http://www.facebook.com/groups/76317187164/), and be sure to let our District Newsletter Editor Neil Walker know of your upcoming club fundraisers and events by submitting them to [nwalker1@bak.rr.com](mailto:nwalker1@bak.rr.com) by the 25th of the month prior to the intended month of publication.

Finally, let me thank each of you now for your service to your club and your district as we begin this year together. We are very fortunate to be Rotarians! Together, we can make the world a better place!

Jim Bell  
District Governor  
Rotary International District 5240

**Rotary Club of Ventura-East**  
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[info@RotaryVenturaEast.org](mailto: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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# ILLITERACY TRAPS ADULTS, AND THEIR FAMILIES, IN POVERTY



*A student attends a literacy program at the Mercy Education Project in Detroit to build her reading skills. The agency offers free educational programs to improve the lives of low-income girls and women.*

*Photo Credit: Courtesy of Reading Works*

Around the world, millions of adults are unable to read or write, and therefore struggle to earn a living for themselves and their families.

Even in the United States, with its considerable resources, there are 36 million adults who can't read better than the average third-grader, according to the international nonprofit ProLiteracy. In Detroit, Michigan, a widely cited 2003 survey conducted by the National Institute for Literacy found that almost half of residents over age 16 were functionally illiterate -- unable to use reading, speaking, writing, and computer skills in everyday life.

Kristen Barnes-Holiday, director of program outcomes for Reading Works, an organization tackling adult illiteracy in Detroit, says the agencies -- many of them underfunded and understaffed -- that have been trying for years to address the problem there have made little progress.

Illiteracy affects all areas of life. Those with low literacy skills are far more likely to live in poverty, face health problems because they can't read prescription labels or instructions, and grow isolated in a world increasingly dependent on computers. And the lack of a skilled workforce, Barnes-Holiday notes, has slowed Detroit's economic revival.

But she worries most about the impact on future generations.

"A lot of children are raised in households where parents are low-skilled

*illiteracy, cont'd on page 6*

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## Weekly Raffle

Today's raffle prize was a \$50 Insulated Trader Joes bag full of picnic goodies and 3 bottles of wine graciously donated by Harriet Clune.

Our lucky winner was Daryl Cruser.

Thank you to Harriet Clune for your generous donation and congratulations to Daryl!




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
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or illiterate, and we all know only a certain amount of learning happens in the classroom,” she says. “We are raising this generation with the expectation that if we pour a certain amount of dollars into their education, we will get better results. But that is only partially true if we do nothing to address the households they are coming from.”

Rotary member Mark Wilson, who also has been involved with Detroit literacy efforts, agrees that adult literacy is not receiving the attention it deserves.

“It doesn’t pull at the heartstrings the same way as when you see a child who can’t read,” says Wilson, a member of the suburban Rotary Club of Grosse Pointe. “But, in fact, it’s a vicious cycle and it perpetuates itself.”

Wilson’s club, along with other Detroit-area Rotary members, partnered with ProLiteracy Detroit to raise money to recruit and train more tutors. Also, members have collected 261,000 books and 587 computers to donate to literacy agencies throughout the city.

A grant from The Rotary Foundation brought a team of literacy experts from Australia to Detroit, to share their expertise with those who are training the tutors. The grant helped launch a weekly program on local television to raise awareness and broaden corporate and community support.

Through the efforts of the volunteer tutors, more than 500 adults raised their reading levels by three grades, according to testing by the Michigan Adult Education Reporting System.

Margaret Williamson, executive director of ProLiteracy Detroit and a member of the Rotary Club of Detroit, said the project has produced benefits even beyond initial expectations.

“Not only do we look at reading, but we look at building the skills the individual will need for employment,” she says. “And what happened was that, through the Rotary network, [these adults] had access to people who knew other people who were willing to give them an opportunity. We had people call us and say, “Do you have a person who would be good for this entry-level position?””

The Rotary members have become better advocates for adult literacy, influencing policymakers at several levels, adds Williamson. Among the results of that advocacy: A financial institution donated a banking center for vocational training, and ProLiteracy received more money for tutor training and has expanded its network of partners.

“The ripple effect is still benefiting us,” she says.

Wilson also talks about ripples.

“When you teach somebody how to read, they have that for a lifetime,” he says.

“It ripples through the community, one by one. And that was our goal.”

By Arnold R. Grahl  
Rotary News  
9-Jul-2015



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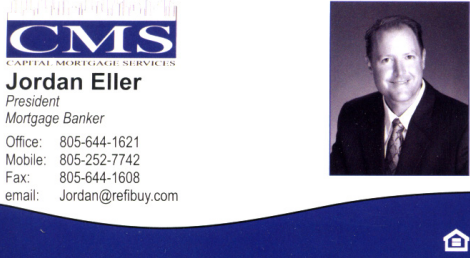
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**Rotary Club of Ventura-East, Membership List**  
**100% Paul Harris Fellow Club**

District 5240

Chartered May 23, 1963

Albee, Lee .....	Retired	Polito, Ron .....	Commercial Real Estate
Anderson, David .....	Architecture	Potts, Cari Ann .....	Attorney
Blackwell, Tim .....	Insurance	Shannon, Laura .....	Wholesale Pet Supply
Borneman, John .....	Songleading	Spellman, William J., D.D.S. ....	Prosthetic Dentistry
Burgh, Jeff .....	Government	Stewart, Richard E .....	Banking, Real Estate Loans
Canton, Rafael, M.D. ....	Psychiatry	Stork, Midge, CFP, CSPG .....	Financial Planning, Investments
Cekov, Michelle .....	Non-Profit	Strohman, Joseph, Jr. ....	Business Law
Clune, Harriet .....	Real Estate Management	Swan, Thomas .....	Investment Advisor
Corliss, Andrew .....	Broadcasting	Thompson, Allison .....	CPA
Cruser, Daryl .....	Insurance	Thompson, Vance, CLU, ChFC .....	Insurance, Financial Planning
Debbas, Natalie .....	Honorary Member	Widders, Monte L. ....	General Law
Eller, Jordan .....	Banking, Mortgage Lending	Word, Jim .....	Department Store
Emch, James H., C.P.A. ....	General Accounting		
Gallagher, Devere L. (Pete) .....	Automobile Servicing		
Gallagher, Richard .....	Stock & Bond Sales		
Gray, Bill .....	Property Management		
Hashbarger, Tom .....	Health Services		
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		
Lynn, Robert .....	Jewelry		
Marquez-Olson, Carol .....	Travel Agency		
Marsh, Sam .....	Secondary Education		
Masterson, John A. ....	Foreign Automobiles, Retail		
McGee, Bruce .....	Wholesale Foods		
McGee, Kathy .....	Education (Retired)		
Norman, Richard M. ....	Trial Law		
Noville, Robert .....	Civil Engineering (Retired)		
Pazen, Robert L., O.D. ....	Optometry		
Pazen, Wendy .....	Office Management		