



The Rotary Club  
of Ventura-East

# The Breeze

Editor: Jeff Hata  
Volume LIII, Number 8

Rotary Club of Ventura-East • Official Newsletter and Bulletin

Publisher: Jeff Hata  
August 20, 2015

## Programs

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

**August 20, 2015**

Club Assembly

**August 27, 2015**

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

**September 3, 2015**

Randy Friedman - Ventura County Animal Services

**September 10, 2015**

Interview -

**September 17, 2015**

Husam Hishmeh - Onsite:Hishmeh Enterprises

**September 23, 2015**

Joint Meeting with Downtown - Offsite Ventura Botanical Gardens

**October 1, 2015**

Jessie Hawkins - United Way of Ventura County

**October 8, 2015**

TBA

## 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              August 26, 2015 6:00 pm  
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  
District Conference.....Oct. 2 - 4  
Moorpark Beer Festival (BBQ Team).....Oct. 10  
Moorpark Civil War Reenactment (BBQ Team).....Nov. 7 - 8

## Raffle Scholarship Donor

**August 20 - Ken Kagan**

## Greeter

**August 20 - Wendy Pazen**

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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

Greetings from President Bruce  
Last week we enjoyed an update from Go Care Director Jeannette Perez who also received a PHF award. In addition our past Rotary exchange student Indiana Altimirano reported on Go Care and her experience as an exchange student . Thanks to Michelle Cekov and Pam Lindsay for making that happen.

This week our program is David Comden on Ventura Hillside Conservancy, this is a great topic that is perfect for inviting guests.

Our tables are all full each week now, so let us know if you are bringing guests please.

Remember K.R. Ravindran Rotary International President's message this year "Be a gift to the world", sure it is heady stuff but it starts in our backyard. Think about what you can be doing to make our club and community better and get involved.

See you Thursday.

### **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 ON-BOARDING 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,  
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 August 13, 2015

*Reported by Jeff Hata*



*Dick Gallagher led us in the Flag Salute today.*

John Masterson introduced guests and visiting Rotarians. Back with us today was Juan Mendoza from Rotary District 4160 in Mexico. Guest of Rich Stewart and also with the Rubicon was Brandon Molina.

Dick Gallagher gave our joke of the day.

Andy Corliss told us about his early days in Radio/TV in Bakersfield and how Andy “broke” Frank Gifford into the industry.

Jordan spoke about the Chamber Family Day BBQ and passed around a sign up sheet. Jordan also announced that all the scholarship checks went out and a huge thank you to Joe Strohman for his help in this effort. As a reminder, we awarded \$45,000 in scholarships to 17 students this year.

Bill Spellman, retired dentist and actor, was recognized for driving his car in the Ventura County Fair Parade for the last 17 years and also for spotting at the livestock auction at the fair for the last 37 years.

Rich Stewart paid a fine for announcing that his granddaughters pig won grand reserve at this year’s fair!

Pete Gallagher announced that we won our 8th trophy

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

Midge Stork announced that our raffle prize was a gift certificate for \$50 to the Rubicon Theater donated by Rich Stewart.

Dick Gallagher led us in the Flag Salute. President Bruce thanked Ken Kagan for greeting and Judy Hoag for taking attendance.



*Judy Hoag took attendance today.*

at the Fair Parade.

President Bruce told our speakers from the Rubicon that Rotary is business and community leaders that get together, have fun, and solve problems in our community.

Vocational Service, Joe Strohman, reminded everyone about the Employee Ethics award. We want to give them out! If you have a deserving employee please nominate them.

President Bruce reminded us that D.G. Jim Bell will be making his official visit on August 27th.

Juan Mendoza told us about a free concert he will be doing at the Topper Room in the E.P. Foster Library at 7:30pm.

Tim Hughes reminded us that August is membership month. There is a new Rotary publication called Connect for Good which will be replacing the ABC’s of Rotary.

Midge Stork conducted the raffle and our lucky winner was Bill Hicks!

Happy \$’s: Tim Hughes and Ron Polito.

Tom Hashbarger let us all know that today was left hander’s day!!!

President Bruce asked that everyone sign a get well card for Kathy McGee who is recuperating from a surgery to remove plates from an earlier surgery.

Get well very soon Kathy!!!

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## Did ya know???

*The ABC’s of Rotary by Cliff Dochterman  
1992-93 President  
Rotary International*

### Sharing Rotary with new members...

Are you aware of the responsibility or obligation most Rotarians fail to perform? Paying their dues? Attending meetings? Contributing to the club’s service fund? Participating in club events and projects? None of these!

Of all the obligations a person accepts when joining a Rotary club, the one in which most Rotarians fail is “sharing Rotary.” The policies of Rotary International clearly affirm that every individual Rotarian has an “obligation to share Rotary with others and to help extend Rotary through proposing qualified persons for Rotary club membership.” It is estimated that less than 30 percent of the members of most Rotary clubs have

*ABC’s, cont’d on page 4*

ever made the effort to propose a new member. Thus, in every club, there are many Rotarians who readily accept the pleasures of being a Rotarian without ever sharing that privilege with another qualified individual.

The Rotary policy on club membership states: "In order for a Rotary club to be fully relevant to its community and responsive to the needs of those in the community, it is important and necessary that the club include in its membership all fully qualified prospective members located within its territory." One merely has to glance through the yellow pages of the local telephone directory to realize that most clubs have not invited qualified members of all businesses and professions into Rotary.

Only a Rotarian may propose a customer, neighbor, client, supplier, executive, relative, business associate, professional or other qualified person to join a Rotary club. Have you accepted your obligation to share Rotary? The procedures are very simple, and everyone must know at least one person who should belong to Rotary.

## SAN DIEGO STUDENTS TACKLE VACCINE CONTROVERSY

A group of teenage journalism students in suburban San Diego were in the early stages of a new project – an educational film funded by a Rotary grant – when their teacher's phone rang. A prominent blogger had caught wind of what they were doing from a local news story, and wasn't pleased. The fledgling film came under fire almost overnight as ripples of protest spread through the blogosphere. With calls pouring in before shooting had even begun, the advisers considered halting the project, questioning whether it would be worth the controversy surrounding its subject matter: vaccines.

"I've been involved with immunization initiatives for over 20 years now," says Amnon Ben-Yehuda, one of the San Diego Rotary members who had contacted the Emmy-winning broadcast journalism program at Carlsbad High School about a health education project, initially conceived as a 15-minute film about the immune system, in 2011. "We knew there were people out there who were against vaccines, but they didn't represent a force we had to deal with until this project."

Ben-Yehuda chairs a Rotary districtwide committee that works with local health agencies to increase vaccination coverage. He's seen vaccine-preventable diseases affect even affluent neighborhoods, where the barrier isn't access to vaccines but skepticism about their safety. "For about the last 10 years, we've recognized that the important thing is education," he

*students, cont'd on page 5*

### Rotary Club of Ventura-East

Post Office Box 3012  
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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*The Don't Wait Vaccinate Committee in District 5340 (California) has been meeting monthly since 1994.*

*Photo Credit: Amnon Ben-Yehuda*

*From the August 2015 issue of The Rotarian*

says. “We began to realize that we were repeating the same message and not getting anywhere. Young people have to learn about immunization before they become parents, so we started working with schools.”

In addition to producing a live daily news broadcast, journalism students at Carlsbad can audition to work on documentary films as an after-school activity. Past features have tackled tough topics: One explores the legacy of the Holocaust, and another focuses on food insecurity among military families. Students are currently covering school shootings as part of a national project with PBS NewsHour. “What impressed us was that the Holocaust film came with lesson plans,” Ben-Yehuda says, “and it’s been approved by the California Department of Education for use in schools.” The Rotary Club of San Diego secured grants from District 5340 and local community organizations to support the health education project, and the students got to work.

“We had no idea at that time that vaccination was such a controversial topic – it certainly wasn’t on my radar,” says Doug Green, the Carlsbad High School journalism teacher who worked on the film with a team of 16 students and a parent-volunteer producer. “When we got into it and found there are people who seriously doubt the safety of vaccines, particularly parents of children with autism, we decided to incorporate that.” The students spent the next year interviewing medical experts in epidemiology and the treatment of autism, parents of autistic children who believe vaccines cause autism, parents of children who died from vaccine-

*Students, cont'd on page 6*

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## Weekly Raffle

Today’s raffle prize was a \$50 gift certificate to the Rubicon Theater graciously donated by Rich Stewart. Our lucky winner was Bill Hicks!

Thank you to Rich Stewart for your generous donation and congratulations to Bill.

 <p><b>Community Memorial Health System</b>  <i>Where Excellence Begins with Caring</i></p> <p><b>John Masterson</b>          Vice President          Community Relations</p> <p>805/652-5625          805/667-2895 FAX          jmasterson@cmhhospital.org</p> <p>147 N. Brent St.          Ventura, CA 93003</p>	 <p><b>ALISON THOMPSON</b>          Certified Public Accountant</p> <p><b>LINDSAY and COMPANY</b>          Certified Public Accountant</p>  <p>770 County Square Drive, Suite 102          Ventura, California 93003          (805) 650-5915 FAX (805) 650-1334          alison@lindsayandcompanycpa.com</p>
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students, cont'd from page 5

preventable diseases, and their peers.

Some students weren't convinced at first that the benefits of vaccination outweigh the risks. Hannah Evans, whose brother is autistic, shared her evolving views on camera and in a blog post. "It was different for me than the other student filmmakers," she wrote. "Autism affects nearly every moment of my family's life. I had heard stories, and I believed there simply had to be a connection between autism and vaccines. Making this film changed my mind."

The turning point came when Evans learned about herd immunity – the idea that everyone, including newborns and people with compromised immune systems, benefits when most members of the community are immunized against a disease, because opportunities for outbreaks are limited. "I started to recognize the benefits of vaccines – especially protecting weaker members of society – instead of just contemplating the risks," she says.

The students' reflections are woven into the narrative alongside formal interviews and playful graphics (such as a fictional "zombie virus" that helps illustrate how illnesses spread). That interplay is central to what the advisers call peer-to-peer filmmaking. "Part of the premise of the film is the filmmakers' discovering the topic themselves," Green says, and breaking it down for an audience of their peers.

San Diego Rotary members saw the finished film, a 40-minute feature called "Invisible Threat," at a private screening in early 2013, though ongoing attention from anti-vaccine activists delayed its wider release for several months. On the eve of a screening with legislators in Washington, D.C., an anti-vaccination organization issued a statement calling for congressional action against what it dubbed "a propaganda piece" for the pharmaceutical industry, to no avail.

In a series of op-eds in the San Diego Union-Tribune and Huffington Post, Rotary International General Secretary John Hewko drew connections between the domestic vaccine controversy and the fight against polio. "Playing the blame game won't help," he wrote, noting that we can reduce the number of vaccine refusals "by building goodwill and trust, not through confrontation. That's how the Global Polio Eradication Initiative has over the years been able to win the hearts and minds of parents wary of the oral polio vaccine in developing countries."

"Invisible Threat" received an award for courage in journalism from the San Diego Press Club in October, and it's been endorsed as an educational tool by 300 health organizations so far, including the Mayo Clinic and the Autism Science Foundation, plus about 80 universities and 20 public

students, cont'd on page 8



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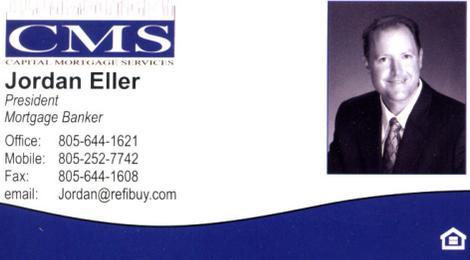
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## Rotary Club of Ventura-East, Membership List 100% Paul Harris Fellow Club

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		

*students, cont'd from page 6*

school districts. A chapter of the American Academy of Pediatrics, which hosted a screening at its national conference, uses the film to teach medical residents how to overcome vaccine hesitancy. Plans for Spanish and French versions are underway.

“The film has a life of its own now,” Ben-Yehuda says. “Our dream is to see Rotary clubs pick up the project in their own communities and work through local boards of education to get it into school systems. It’s rich material for teachers to work with. There are issues of science, issues of history, issues of social responsibility, and these issues are all interconnected.”

By Sallyann Price  
The Rotarian  
22-Jul-2015