



ROTARY SPOKES

*The Rotary Club of Ventura
Weekly Bulletin*

"The friendliest club in Rotary"

100% Paul Harris Club



Editor: Maria Berntson maria@lindsayandcompanycpa.com
Assistant Editors: Betsy Chess, Curtis Cormane
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Photographers: John McConica II, Dan Holmes
Jim Deardorff, Steve Doll
February 8, 2012

Meeting of February 1, 2012
Limoneira – President Harold Edwards
Reporter: Betsy Chess



Introductions

Bill Finley offered introductions and Invocation.

RoseAnn Hill led us in My Country Tiz' of Thee.

Hutch announced again that the **"Hutch group"** is sponsoring a cooking class at Bonano's Peruvian Restaurant in Ventura on Tuesday Feb. 21st, 6:30 -9:30. \$90 per couple/\$50 a person.

Steve Doll needs volunteers for the Gold Coast Literacy Ride April 28th. Check out the website.



Hutch talked about the Rotary Foundation and awarded a **double-sapphire Paul Harris pin to Steve Kipp.**

Steve announced he has 17 spots left on the placemats. Space closes February 8th.

Announcements

Ed McCombs reminded us about the offsite meeting February 8th at Thomas Aquinas College in Santa Paula. He encouraged carpooling. Cars will leave the Derby Club at 10:15. Meeting will go from 11:00 to 1:30 PM. Guests are welcome for a \$10 extra fee. Wear comfortable shoes!

Bob Cheatham announced the Blood Drive will be in three weeks.

Neal Andrews invited everyone to the Turning Point breakfast on Feb. 22nd at Oxnard Marriott.



Curtis Cormane, president of the Julius Gius Memorial Foundation, announced grant forms are available. We are favoring Sec 501 organizations in western Ventura County and

Rotary Moment

Hutch said his moment was awarding Steve his Paul Harris Fellowship pin today.

Fining

Doug WSood quizzed us on Super Bowl Trivia. We were not "super".

Program

Norm Blacher introduced Harold Edwards, CEO of the Limoneira Company. Limoneira became publicly traded on NASDAQ one year ago – symbol is LMNR.

looking for projects that leverage our donation and that our donation can help towards sustainability.

Todd Binkley shared thank you letters from kids who have received our dictionaries.

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Web addresses: Club www.venturarotary.org – Photos: www.rotarycov.smugmug.com
District 5240 www.rotarydistrict5240.org – R.I. www.rotary.org

Meeting Programs & Assignments

Programs

Chair: Larry Emrich

February 8, 2012

**OFFSITE – Thomas Aquinas College
Car Pools leaving Derby Club 10:15 AM
Program begins 11AM**

February 15, 2012

**Thoughts from the Bench
Appellate Court Justice Steve Perrin**

February 22, 2012

**Youth in Government
Sara Savelich, Rotaractor**

Introductions

Chair: Ron Calkins

Feb 15 – Ed Summers Feb 22 – Christina Rust

Rotary Moment

Chair: Terri Adams

**Feb 1 – Hutch Hutchinson
Feb 15 – Lucas Johnston Feb 22 – Betsy Chess**

Fining

Chair: Ron Bamieh

Feb 15 – Christina Rust

2011-12 Officers and Directors

Officers

President Lynda Girtsman
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 Assistant Ken Cooper

Vocational Service

Director Bill Finley
 Assistant Todd Binkley

Program continued

Blanchard (Betsy Chess's great-grandfather) and Wallace Hardison.
 Harold explained the company is really three businesses - agriculture, real estate and rental property management. It is the largest grower of avocados and marketer of lemons in the United States. It also produces specialty citrus crops.



Globally the company farms 8,000 acres. Its assets include the fact that the land is good for farming and for development. Other assets include the ability to produce 75% of its electricity via solar and its experienced management team

Limoneira plans to expand its agricultural business both domestically and internationally. It currently grows in VC, in the Central Valley and in Paso Robles. It also plans to selectively develop local properties. The company controls significant water rights and has a thriving rental business of the houses on the property. Employees use 50% and 50% are rented to non-employees.

A high percentage of its citrus crop is sold as fresh. The company also has achieved Global Gap Certification, which means the chain of production is closely monitored to assure accountability and traceability. Edwards said lemons are a \$500 million business in US, but a \$2 billion business worldwide. Limoneira produces 5% of the lemons consumed in the US and 12% of lemons exported from US. 50-70% of the fruit is sold fresh.

There was a long partnership with Sunkist, but now Limoneira is marketing its lemons directly. Sees huge opportunities in emerging middle class markets in China and India. Lemons production is expected to grow from a current 2million cartons a year to 10 million cartons.

Avocados in the US are a \$3 billion business with even greater potential overseas. Limoneira is the biggest shareholder in Calavo and Calavo is the biggest shareholder of Limoneira. Avocados are alternate bearing and this cyclical nature is hard on investors!

Navel oranges are a \$3 billion business. Limoneira currently markets its oranges through Sunkist. Specialty citrus are grown to meet tastes of ethnic groups. Blood oranges, for instance, have great appeal to Italian immigrants. Pumalos, grapefruit and tangelos also have ethnic niches. The company also leases 600 acres for strawberries and rowcrop production and in 2005 established a mulching facility on site operated by Agromin.

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Program continued

The Limoneira Company and its founding families have deep roots in Santa Paula. All developments in the city since the early years of the 20th century attest to this. In 2004 Limoneira began planning for the East Area1 development at the invitation of SP. (500 acres on east boundary of SP.) The project received an 83% approval vote. This will be a game changer for SP as it includes residential, commercial, schools and civic facilities. Plan to begin developing in 2013.

Edwards described the rental business as consistent unlike ag production! There are currently 200 units on the property with plans for 74 more.

Prediction for 2012 – A good year for avocados and lemon profits should increase by 30%.

Program – February 15th

STEVE PERRIN,

A Vietnam veteran and former Superior Court Judge is a “multi-talented individual” who includes singing and acting on his resume. (From the Santa Paula Rotary Club)

The California Appellate Courts Case Information System provides case information for California Supreme Court and Court of Appeal cases.

The 2nd District main courthouse is in Los Angeles. The secondary courthouse, hosting Division Six, in Ventura. handles appeals from San Luis Obispo, Santa Barbara, and Ventura Counties

UPCOMING EVENTS

February 8 – OFFSITE MEETING

Thomas Aquinas College, Santa Paula

NOTE: Program starts at 11AM; car pooling is encouraged. Pool leaves Derby Club at 10:15 AM – sign-up at club meetings.

There will be a tour of the campus, focusing on the very interesting architectural treatment of the buildings, and a briefing on the great books curricula used to what is acknowledged to be an outstanding liberal arts education. A picnic style lunch will be provided in the student common.

Contact Ed McCombs for more detail.

February 16 (Thursday), 11:45 AM, 71 Palm, Board Meeting (make-up opportunity)

February 24 (Friday), 7:30 AM, Crown Plaza, Newcomers’ Breakfast (make-up opportunity)

February 26, Reagan Library, District Foundation Gala

Contact President Lynda for more information

UPCOMING PRLS DATES:

Basis PRLS:

2/18/12 (Saturday) – Inn at Morro Bay

3/30/12 (Friday) – CLU Oxnard (before District Assembly)

For a complete schedule of PRLS & MPRLS sessions, go to www.prls.org