



# ROTARY SPOKES

*The Rotary Club of Ventura  
Weekly Bulletin*

*"The friendliest club in Rotary"*

*100% Paul Harris Club*



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Volume LXXXII Number 24

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January 11, 2012

**Meeting of January 4, 2012**  
**Program: News and Views**  
**(John Moore, Editor Ventura County Star)**  
**Reporter: Betsy Chess**

## Introductions

Introductions and Invocation were provided by **Gary Young** and **Clyde Reynolds** led us in America the Beautiful.



A very surprised **Sheila Fatterelli** was presented with a 5-sapphire Paul Harris Fellow pin by PP Hutch Hutchinson. He pointed out that this represents six \$1,000 donations to the Rotary Foundation. Way to go, Sheila!!!

## Rotary Moment

**Laurie Rozet** talked about her south Sudan water project. She brought a beautiful cane made by elders there. She also spoke about her first Christmas Party experience three years ago.



## Announcements

**Courtney Lindberg** told about helping the homeless in San Francisco.  
Club Service Director **Terry Schaeffer** suggested a new social gathering featuring either chili or food on a stick...  
President Elect **Indy Batra** presented a flag from Shimla, India to the club  
**Kristen Taylor** (sans microphone) informed us that coats are still being donated and asked for organizations who need coats for distribution.

**Rob van Nieuwburg** thanked all who participated in the Children's Annual Shopping and Christmas Party and made it again a great success

**Larry Emrich was multi-tasking!** First, he announced the winner of the Rosebowl football pool – Ed McCombs who just happened to wear his red POLIO shirt for the occasion!  
Then he passed out flyers on a Rotaract event on the 16th.  
The program is on their recent trip to Nicaragua and they're looking for new members. See Upcoming



Events on p. 3 for more information

**Steve Doll** talked about this year's Gold Coast Ride for Literacy on April 28<sup>th</sup> and reminded us that the ride pays for our Dictionary Project.

## New Member Induction

Welcoming back **Mark Kirwin** as a member of our club turned into quite a photo opportunity (especially since Steve was still on hand) and President Lynda

went through an awesome transformation, as you can see below. Welcome back Mark!



Web addresses: Club [www.venturarotary.org](http://www.venturarotary.org) – Photos: [www.rotarycov.smugmug.com](http://www.rotarycov.smugmug.com)  
District 5240 [www.rotarydistrict5240.org](http://www.rotarydistrict5240.org) – R.I. [www.rotary.org](http://www.rotary.org)

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## Meeting Programs & Assignments

### Programs

Chair: Larry Emrich

January 11, 2012

**Prisoner Realignment Program**

Geoff Dean

January 18, 2012

**Wine Making**

Larry Rasmussen

January 25, 2012

**The Miracle Brain: How to think & work smarter**

Joel Rauch, M.D.

### Introductions

Chair: Ron Calkins

**Jan 11 – Mark Sauer Jan 18 – Norbert Tan**

**Jan 25 – Doug Wood**

### Rotary Moment

Chair: Terri Adams

**Jan 11 – Ed Summers Jan 18 – Dave Wallace**

**Jan 25 – Dick Hatcher**

### Fining

Chair: Ron Bamieh

**Jan 11 – Cessy Figueroa Jan 18 – Dan Holmes**

**Jan 25 – Ellyn Dembowski**

## 2011-12 Officers and Directors

### Officers

President ..... Lynda Girtsman  
President Elect ..... Indy Batra  
President Elect Nominee ..... Irene Henry  
Secretary ..... Jim Deardoff  
Recording Secretary \* ..... Larry Emrich  
Treasurer ..... Christine Tonello  
Assistant Treasurer \* ..... Mark Sauer  
Immediate Past President ..... Hutch Hutchinson  
•Non-Voting

### Avenues of Service

#### Club Service

Director ..... Terry Schaeffer  
Assistant Director ..... Dan Holmes

#### Community Service

Director ..... Curtis Cormane  
Assistant Director ..... Nanci Cone

#### International Service

Director ..... Mario de la Piedra  
Assistant Director ..... Ed McCombs

#### New Generations

Director ..... Ellyn Dembowski  
Assistant ..... Ken Cooper

#### Vocational Service

Director ..... Bill Finley  
Assistant ..... Todd Binkley

### Fining

**Ron Bamieh** was up to start the year and it was Vengeance Day!

### Program

Dave Loe introduced **John Moore, the editor of the Ventura County Star**. John started in 1998 in Ventura, however, he has been with Scripps Newspapers for three decades.

John began by saying he is a traditionalist. He bemoaned the lack of an Orange Bowl on New Year's Day, but said that as a newspaperman he must be a pragmatist.



The world of newspapers is changing quickly and dramatically. Remember the railroads, he cautioned. Twenty years ago they made the mistake of thinking they were about trains, not understanding they were about transporation. He sees neither railroads nor newspapers disappearing, but papers will change. Print will remain for a while at least, but papers will deliver the news

anyway people want it - online, on smart phones iPads - etc. Still deliver information!

Most of us are besieged by too much information. That's the role of journalism – help us sort out what's important. This is the difference between newspapers and a blog.

The Star is trying to be more responsive re: giving people what we want. That's tough in these times because it is advertising that pays the bills. John sees subscriptions for apps as the future i.e. following the current European model.

In the newsroom – figure out what we want and try to weigh the relative importance of stories. Kardashians vs. Politics, for instance. Papers need to listen. Which is why the rest of the program consisted of questions from the floor.

### Questions:

Why do you need such a big building? Answer: Because it is necessary to house the presses and the people.

How does Rotary get more coverage? Answer: Space is determined by advertising. More local club news available on new product now called Extra – free delivery, plus some extra space is offered online.

Other questions included - How do you measure impact? Should the paper be a daily or weekly? Should the paper concentrate more on local news rather than national and international stories covered elsewhere? How important in gauging public opinion are letters to the editor? For those who want to read the entire paper online – now available for a penny!

John anticipates the biggest stories of 2012 to be politics and the economic plight of the County vis a vis how State issues impact us locally.

## Membership Corner

### *January Birthdays:*

01 – Bill Kearney	13 – John Brant
06 – Kitty Lynn	21 – Juan Soto
11 – Sally Crain	23 – Tom Naylor
12 – Roz Warner	24 – Ron Bamieh

### *January Anniversaries:*

03 – Norbert & Tracy Tan  
08 – Sonny & Mita Shah  
10 – Chris & Betty Brashears  
Steve & Tracey Warriner  
13 – Jim & Claudia Deardorff  
15 – Cessy & Mike Figueroa  
16 – Jorge & Elsa Aman  
Dennis & Jo Ann LaRochelle



*Congratulations to All!!!!!!*

## **UPCOMING PROGRAMS**

### Jan. 25 – The Miracle Brain

Brenda Alison will introduce Joel Rauch, M.D. author of Dr. Joel's Be Super Fit for Life!

Known as Dr. Longevity, Joel Rauch is a medical doctor, former sports doc, nutrition expert, and author.

As an inspirational speaker, he is also star of a 10 DVD series on Whole Body Health produced by the Education Exchange. Dr. Joel's inspirational message lifts everybody who hears it, so you don't want to miss this program!

## **UPCOMING EVENTS**

### Jan 16 (Monday), 6:30 PM, Wedgewood Banquet Hall

Rotaractors present a program on their recent trip to Nicaragua. They are also looking for new members.

### Jan 17 – 20 – Dictionary Distribution

Please contact Margo Byrne for more information

### Jan 19 (Thursday), 11:45 AM, 71 Palm Board meeting

### Jan 27 (Friday) 7:30 AM, Crowne Plaza Newcomers' Meeting

Jan 28 (Saturday) 8 AM – 4PM, UCSB  
District 5240 Annual Poverty Conference (S.T.E.P.S.). Free for Rotarians, Rotaractors and Interactors. Non-Rotarians \$25. Breakfast is included. For more information, go to the District website [www.rotarydistrict5240.org](http://www.rotarydistrict5240.org)

### February 5 (Sunday), 5 PM

#### Sherry Scott's home

Super Bowl Party & Potluck; for more information contact Terry Schaeffer

### 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](http://www.prls.org)