

# ROTARY SPOKES

*The Weekly Bulletin of the Rotary Club of Ventura, est. May 1, 1919*



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## Ventura Business Outlook for 2014

Today we will be treated to a panel of speakers who have their fingers on the business life of Ventura. The panel consists of Marlyss Auster, Kevin Clerici and Ed Summers. They will give us a sense of how 2013 went and an outlook for Ventura 2014.

Marlyss Auster is the Executive Director of the Ventura Visitors & Convention Bureau, a visitors and conference bureau that does destination marketing for Ventura, Ca. Their goal is to generate visitor spending in Ventura through sales, public relations, special promotions, advertising as well as working with the community to serve residents.



As leader of the overall tourism effort for Ventura, her responsibilities consist of leadership of the Destination Marketing Organization (DMO) including all aspects of marketing, strategic planning, brand development and stewardship, group sales, visitor center, internet/web activity, communications and operations. She provides the voice of tourism throughout the city of Ventura, our Central Coast Tourism Council and Visit CA.

Kevin Clerici is the Executive Director starting of Downtown Ventura Partners. He is a NewGen member of our Rotary Club and was a member of a Rotary GSE team to Bangladesh. Kevin, a downtown resident, has been a staff writer covering the City of Ventura for the Ventura County Star. Prior to his local experience he worked for the San Diego Union-Tribune. He has a reputation for building strong relationships, analyzing and resolving complicated problems and maintaining trust. Kevin also has hands-on small business experience as the co-manager of his family's vineyard. With 19 new downtown businesses opening in the past six months, it is critical to understand and respond to the unique challenges of



independent businesses.

Formed in 2009, the mission of Downtown Ventura Organization (DVO) is to foster a vibrant commercial and cultural district with strategic capital improvements, enhanced maintenance and security, effective marketing and promotions, historic preservation education, and effective administration.

Ed Summers became the CEO of the Ventura Chamber of Commerce in November 2011. Prior to joining the Chamber, he was the Senior Vice President and Chief Credit Officer of Affinity Bank. Ed has also served on the Ventura City Council. Ed has been a longtime member of Ventura Rotary and President of the Ventura Boys & Girls Club Board.



The Ventura Chamber of Commerce works year round to support a strong local economy through its stewardship of city policy and business development. From conception of development projects, through the approval process and into the future; safeguarding the vitality of existing business and business expansion and recruitment.



The bulletin is uploaded every week now to our Facebook page. Please 'like' us!

## Recap of January 08 Meeting

The first meeting of the new year was led by Sheila Fatarelli, who provided the invocation. The patriotic song of the day was "You're a Grand Ol' Flag."

SusAnne Lee Chung is still looking for a few more volunteers to help in the dictionary distribution starting January 14th. This is a great project where you get to meet the recipients!

Ron Calkins is heading up the exploratory committee investigating whether our club will resume the Fourth of July festivities at Ventura College. Many issues are involved, but an important one is to find an event sponsor. If you know of a potential candidate please contact SusAnne Lee Chung.

The Coats for Kids campaign has concluded for the year with the successful collection of outerwear that was distributed throughout the community. Thanks to all the Rotarian volunteers, but especially to Sonny Shah for cleaning the coats and to Kristin Taylor for leading the effort.

Dale Jaedtke, who is our club advisor to the Ventura Rotaract Club, announced that the Rotaractors have a new meeting space at the Crowne Plaza hotel. They still meet the first and third Mondays of every month at 6:30 p.m. There is a social event at the hotel Aqua bar at 6:00 p.m. on January 20.

Joe Richards started off fining about the Lakers but veered into a wide range of topics. For his Rotary Moment, Harald Wulff spoke of his moment every time he comes through the door into the Rotary meeting.

We were very pleased to see Ed Campbell return after his illness.

### Program

Mike Anderson was M.C. for the program today, which he likened to a craft talk for some of the more senior members of our club.

Jim Newton, a ten year member of the club, spoke of his granddaughter bringing him the most happiness. Sylvia Cheatham, twenty years in Rotary, spoke of her many travels around the world on missionary trips. Larry

## Today's Program *"Ventura Business Outlook for 2014"*

Introductions:

Ellyn Dembowski

Rotary Moment:

Norbert Tan

Fining:

Dan Holmes

Rasmussen spoke on the big impact of mentors in his life while Sandra Laby says her happiness comes from giving to the Arts, particularly those that involve children.



*Gary Young, Dave Loe and Chris Brashears enjoy the proceedings.*



*Mike Anderson conducted interviews with various Rotarians about resolutions and investments.*





*Joe Richards relaxes back at his seat after fining the club.*



*Mark Sauer is proud to have his namesake son join us for lunch.*



*Steve Kipp, Harald Wulff and PE Rob van Nieuwburg sit at the 'bad-boys' table.*



*Steve Doll and Dale Jaedtke prefer to observe the meeting from the back of the room.*



*A shot of the Rotary float entry into the 2014 Tournament of Roses Parade in Pasadena.*





**3 YEARS WITHOUT A CASE OF POLIO IN INDIA.**

## A Significant Milestone

January 13, 2014, India marked three years since its last case of polio. Long considered the hardest place on earth to end polio, India's triumph over polio is a significant public health achievement, leaving a lasting impact on children's health in India and around the world.

Join Rotary in the fight to end polio and together we can create a polio-free world.



TAKE ACTION: [endpolionow.org](http://endpolionow.org)



**MAKE HISTORY TODAY**

From 2013 to 2018, every US\$1 Rotary commits to WHO and UNICEF in direct support for polio immunization will be **matched** (up to US\$35 million per year) by the Bill & Melinda Gates Foundation.

**YOUR DONATION  
US\$25**

**BILL & MELINDA GATES FOUNDATION  
US\$50**

**TOTAL CONTRIBUTION  
US\$75**

**150  
VESTS FOR  
VOLUNTEERS**



**75  
VACCINE  
CARRIERS**



**600  
PURPLE FINGER  
MARKERS**



DONATE [ROTARY.ORG/CONTRIBUTE](http://ROTARY.ORG/CONTRIBUTE)

LEARN [ENDPOLIONOW.ORG](http://ENDPOLIONOW.ORG)

### January Birthdays

William J. Kearney, Jan 01  
Sally Crain, Jan 11  
Roz Warner, Jan 12  
John R. Brant, Jan 13  
Juan M. Soto, Jan 21  
Tom Naylor, Jan 23  
Ron Bamieh, Jan 24

### January Anniversaries

Norbert Tan, Jan 03  
Sonny Shah, Jan 08  
Chris Brashears, Jan 10  
Jim Deardorff, Jan 13  
Cessy Figueroa, Jan 15  
Jorge Arman, Jan 16



**Rotary Club of Ventura**  
Club #691

**Ron Burton**  
Rotary International  
President

**Jack McClenahan**  
District 5240 Governor

**Irene Henry**  
Club President

[venturarotary.org](http://venturarotary.org)



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President	Irene Henry
President Elect	Rob vanNieuwburg
Secretary	Jim Deardoff
Recording Secretary *	Christina Rust
Treasurer	Connie Young
Assistant Treasurer *	Mark Sauer
Immediate Past President	Indy Batra
	<i>*Non-Voting Position</i>

### Club Service

Director	Mario de la Piedra
Assistant Director	Roz Warner

### Community Service

Director	Ron Calkins
Assistant Director	Steve Warriner

### International Service

Director	Christina Rust
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### New Generations

Director	Courtney Lindberg
Assistant Director	Dale Jaedtke

### Vocational Service

Director	Jeff King
Assistant Director	Mary Saputo

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