



# ROTARY SPOKES

*The Rotary Club of Ventura  
Weekly Bulletin*

*"The friendliest club in Rotary"*

*100% Paul Harris Club*



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March 9, 2011

## Meeting of March 2, 2011

**Reporter: Betsy Chess**

### Introductions:

Melody Namikas welcomed visitors and Dick Hatcher opened the meeting with an appropriate Edward Guest poem – "My Creed". Song Leaders Clyde Reynolds and Rose Ann Hill led "This land is your land" with words provided.

### Announcements:

Prez Hutch recognized the March birthdays and reminded folks about the upcoming District Assembly on April 9<sup>th</sup> (see upcoming events). The amended by-laws will be voted on next meeting. Neal Andrews' past president's group enjoyed a fundraiser at Rose Ann Hill's home. Rotary International Convention will be in New Orleans May 21-25 (see upcoming events). Rosa Lee Measures (pictured above) reminded us about the membership contest that will run to the end of year. An iPad goes to the member who brings in the most new members. Rosa Lee also had tickets for the current Rubicon play – proceeds to go to Polio Plus. Ellyn Dembowski urged members to sponsor a 4th of July Booth for their favorite non-profit.

### Rotary Magazine Report:



Dave Loe (pictured above), as usual gave an excellent

report about Rotary's new International President Kalyan Banerjee and other interesting tidbits in the magazine.

### Fining:

Bill Finley (pictured below) fined past presidents about the TV series MASH and collected a lot of money! "Good bye, farewell and amen!"



### Happy Dollars:

Lots of good news - Larry Emrich reported no new cases of polio worldwide; Joyce Frenette touted the 50th anniversary of the founding of Peace Corps; Mario de la Pena his one-year anniversary as a member of Rotary and several people thanked Neal Andrews for urging us to see the Jade Buddha.

### Rotary Moment:

Doug Wood shared special moments with his daughter at the Senior Breakfast/Barbecue, where she helped serve. Both were touched by the experience.

### Program:

Norm Blacher introduced Sara Jane Underwood, who talked about her family's businesses Underwood Ranches and Underwood Family Farms, the latter specializing

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

## Meeting Programs & Assignments

### Programs

Program Chairs: Hank Chandler & Past President Teams

March 9, 2011

*The Ojai Music Festival*

Gina Gutierrez

March 16, 2011

*The Ventura Cross Conservancy*

Barbara Asbell

March 23, 2011

*Joints, Knees & Hips*

David Culton, M.D.

### Introductions

Chair: Chris Brashears

March 9—Curtis Cormane

March 16 – Rob vanNieuwburg

March 23 – Barbara Asbell

### Rotary Moment

Chair: Barbara Asbell

March 9 – Jack Wood    March 16 – Ed Summers

March 23 – John Williams

### Fining

Chair: Todd Binkley

March 9 – Ed Campbell    March 16 – Ellyn Dembowski

March 23 – Terry Schaeffer

## 2010-11 Officers and Directors

### Officers

President .....Hutch Hutchinson  
President Elect .....Lynda Girtsman  
Secretary ..... Jim Deardoff  
Recording Secretary \* .....Larry Emrich  
Treasurer .....Jim Newton  
Assistant Treasurer \* .....Mark Sauer  
Immediate Past President .....Larry Emrich  
•Non-Voting Position

### Avenue of Service Directors

Club Service .....Maria Berntson  
Community Service .....Dennis LaRochele  
International Service .....Albert McCartney  
Vocational Service ..... Scott Patterson

### Elected Directors

2<sup>nd</sup> Year 2009-11:

Ellyn Dembowski

Erik Feingold

Sonny Shah

Juan Soto

1<sup>st</sup> Year 2010-12:

Barbara Asbell

Dale Jaedtke

Kristin Taylor

John Williams

### *Program continued:*

in agri-tourism and agri-entertainment. The goal is to bring people into contact with farming to play, pick, buy and learn.



The Underwood family has been farming in Ventura County since 1867 growing beans, lemons, avocados, row crops and cannery tomatoes. Sara's husband Craig, returned to the family business in 1968 after graduating Cornell and serving in Vietnam. He joined his father Richard, in Underwood Ranches, but soon branched out with his father's blessing to create the diverse enterprises that comprise the Underwood Family Farms.

In addition to the farm stand properties in Somis and Moorpark and about 1,000 acres of farmed land, the family has a packing and shipping facility on Flynn Rd. in Camarillo. Their biggest single crop is jalapeno peppers grown for the Huy Fong Company. From July to December they pack and ship 20 tons of peppers a day! Their specialty fruits and vegetables are sold at 14 Southland farmers markets a week. In addition they produce gift baskets and have a Community Supported Agriculture program which delivers fresh produce to subscribers each week.

The most active site is on 100 acres in Moorpark where they host school tours featuring animals, entertainment, education and so much more. Every year more than 40,000 children visit the ranch 20,000 during the month-long Fall Harvest Festival in October.

The Fall Harvest Festival partners with local non-profits who sell food. Last year the non-profits shared over \$100,000 in profits. The various and creative activities offered by the Underwoods is quite astounding! The growing year ends in December and the Moorpark farm closes with a Christmas Tree sale.

## Membership Challenge March 2 - June 29, 2011!!!

PE Lynda Girtsman has issued a challenge to the Past President Teams and their members: **Bring in the most members and win an Apple Ipad and your Team wins \$100** (if you are lucky enough to already own an ipad, you will receive a \$500 gift card from Apple).

### Here is how it works:

- March 2, counts the members in your Team, whether present or not.
- If you are not sitting with your Team, you need to work out where you belong. If you have moved, you need to inform your past president.
- Invite a friend... Look for classifications that are not being used ... Ask service business owners!
- Prospects must complete the membership process to be counted.
- Ties will be awarded by drawing.

**Ready ---- set ---- GO!!!!**

## CLUB BYLAWS AMENDMENT

The Board of Directors is proposing certain amendments to the club's Bylaws. Such amendments must be voted on by the club membership.

Prior to the vote, the proposed amendments are **required to be published in the club bulletin** and distributed to all members for at least two (2) meetings immediately before the meeting at which the vote takes place.

In compliance with this requirement, **the proposed amendments were sent with the bulletin for 2/23 and will be sent again 3/2 and 3/9; the vote will take place on 3/9.** You can download a copy of the original Bylaws from the club website under "downloads" (at top of list).

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

### The Four Way Test – of the things we think, say and do:

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL and better FRIENDSHIPS?
- Will it be BENEFICIAL to all concerned?

## UPCOMING EVENTS

### March 18, 2011 (Thursday)

#### Monthly Board Meeting at 71 Palm

*Note that this counts as a make-up if attended within the make-up period.*

### March 25, 2011 (Friday)

#### 7:30 – 8:30 AM Newcomers Meeting at Crowne Plaza C Street Restaurant

*For more information, please see Tom Naylor.*

### April 9, 2011 (Saturday)

#### District 5240 Assembly in Oxnard (Pacifica High School)

*Stay tuned for more information @ club meetings.*

### April 14, 2011 (Thursday)

#### "Lonesome Traveler" at the Rubicon.

*This world premier event is sponsored by our "Funsters" past president group. A reduced ticket price is available for club members. Please see Roz Warner for more information.*

### April 16, 2011 (Saturday)

#### 7 AM – 5 PM Gold Coast Ride for Literacy

*To sign up for one of the many volunteer positions or for more info, please contact Steve Doll or go to the website [goldcoastrideforliteracy.org](http://goldcoastrideforliteracy.org)*

### May 21-25, 2011

#### R I Convention - New Orleans, LA.

*For more information on rooms, contact Kristin Taylor.*

*For more information on the Convention, contact PE Lynda Girtsman or go to [www.rotary.org](http://www.rotary.org) and click on 2011 Rotary Convention.*

### July 4<sup>th</sup>, 2011

#### New Format for this annual Celebration!

*Special booth discounts are available<sup>4</sup> for non-profit organizations.<sup>5</sup>*

*Watch for committee meeting announcements and get involved. Contact Ellyn Dembowski or PE Lynda Girtsman for more detail.*

*Don't miss page 4 – it sports a new feature, thanks to PP Larry Emrich, who is providing us with a synopsis of upcoming programs. This information will also be posted on the club website as soon as I come up for air again!*

## MAKE-UP OPPORTUNITIES

Day/Time	Club	Location
<b><u>Monday</u></b>		
Noon	Santa Paula Restaurant	Logsdon
Noon	Ventura South Banquet Ctr.	Wedgewood
<b><u>Tuesday</u></b>		
6:45 AM	Fillmore Sunrise	El Pescador Restaurant
7:00 AM	Camarillo Brkfst. Country	Spanish Hills Club
7:00 AM	Ojai West Course	SoulePark Golf
Noon	Simi Valley Cultural	Simi Valley Arts Ctr
12:10 PM	Montecito Country	Montecito Club
12:10 PM	Oxnard Marriott	Courtyard by
6:00 PM	Simi Sunset	Grand Vista Hotel
<b><u>Wednesday</u></b>		
7:00 AM	Carpinteria AM Women's	Carpinteria Club
	Ventura Marina 4 Points Sheraton, Ventura Harbor	
Noon for	Camarillo	Camarillo Center Spiritual Living
<b><u>Thursday</u></b>		
7:00 AM	Simi Sunrise	Grand Vista Hotel
7:30 AM	Oxnard Sunrise	Tomas Café
11:45 AM	Carpinteria Community Bldg	Carpinteria
Noon	Fillmore	Fillmore Western Dining Car
Noon	Ventura East Pavilion	Poinsettia
<b><u>Friday</u></b>		
Noon	Ojai Soule Park Golf Course	

For other District 5240 Make-Up locations and directions go to [rotarydistrict5240.org](http://rotarydistrict5240.org) and click on link "When and where clubs meet"

To make up on-line via the world wide web, go to [rotaryclubone.org](http://rotaryclubone.org) To make up anywhere around the world, go to [rotary.org](http://rotary.org) and use the Club Locator

## UPCOMING PROGRAMS

### **March 9 – Ojai Music Festival**

**Please note change of presenter from Jeff Haydon, E.D. to Gina Gutierrez.**

Gina Gutierrez has been working as director of marketing and communications for the Ojai Music Festival since 2001.

Since her tenure at the Festival, the organization has seen double-digit increases in series subscriptions, and expansion in social media and world-wide recognition with international and national coverage from such publications as the New York Times, Financial Times, BBC and Gramophone magazines, and the Wall Street Journal.

Gina has worked for both non-profit and for-profit organizations in California, New Mexico and Hawaii. She lives in Camarillo with her husband and two children. She is actively involved in her children's schools as a parent volunteer.

### **March 16 – Ventura Cross Conservancy**

Presented by Barbara Asbell

### **March 23 – Joints, Knees and Hips**

Dave Culton, M.D. will present the current state of best medical practices regarding joints, knees and hips. He will also project future treatments for ailments in these areas.

### **March 30 – California Lutheran University**

The program will be presented by Dr. Chris Kimball, President of CLU. He will discuss the current activities of Cal Lutheran, including impacts on the Ventura County community.