

ROTARY SPOKES

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



Volume XCXIII
Number 09
11 SEPTEMBER 2013



Ventura County Star Publisher Margie Cochrane

Today's speaker is Margie Cochrane, Regional Publisher/CRO for the Ventura County Star. The paper was founded in 1925 by the John P. Scripps Newspaper Group, which merged with E. W. Scripps in 1986. Around 1936, the Star acquired the Ventura Free Press (which was founded in 1875), and began publishing as the Ventura County Star-Free Press in 1938. It dropped the Free-Press addition in 1994. It is now owned by the E. W. Scripps Company.

Several months ago the Ventura County Star make the following announcement: "On Tuesday, (5/2) we will start a new relationship with all of you who use the digital Star to get your news and information. That morning, access to many of our stories on our website, mobile platforms, tablet and electronic edition will be available only to subscribers. We believe our journalism has value for our community and we're proud to provide that journalism for our subscribers."

Obviously these are tough times for the newspaper industry. After giving their product away on the internet for years, many newspapers are now erecting "paywalls" to protect their intellectual property. How is this working for the Star? Just one of many topics Margie will be discussing with regards to the county's daily newspaper.

Margie Cochrane, an experienced newspaper executive with expertise in advertising, marketing and business development rejoined The E.W. Scripps Company as publisher of the Ventura County Star in August of 2012. Cochrane started her career with Scripps in 1983 at the Rocky Mountain News in Denver. Over the course of 15 years in Colorado, she held numerous sales management positions.

Cochrane joined the Arizona Republic in 1998, becoming the director of advertising in 2001. She was part of an executive team that developed and launched a roll-out of 18 community newspapers in Greater Phoenix over a two-year period. In 2008 Cochrane joined the Milwaukee



Journal-Sentinel as SVP of Sales and was responsible for consolidating the sales structure, launching a performance based compensation program and implementing a new CRM system.

Cochrane holds a BA degree in Journalism from the University of Iowa where she was also a scholarship athlete. She currently serves on several boards including United Way of Ventura County, the Greater Conejo Chamber of Commerce, KCLU, Casa Pacifica, Big Brothers Big Sisters and the California Newspaper Publishers Association.

Margie and husband Ed reside in Camarillo.

**Ventura Rotary Social Event
at Foster Park
This Sunday, Sept. 15**

Recap of September 04 Meeting

President-elect Rob vanNieuwburg stepped once more into the breach as our president is out of town. Terry Schaeffer started off with a piece from one of his favorites, Robert Louis Stevenson. RoseAnn Hill then led the club in "America the Beautiful."

Norm Blacher used his Rotary Moment to extol the virtues of making up at Rotary Clubs overseas, of which he has done many times. His most memorable was a make up at the elegant Hotel Danieli in Venice, Italy.

Curtis Cormane fined on the numerous Patron Saints in the Roman Catholic canon, including our very own St. Bonaventure, Patron Saint of Bowel Disorders.

Program

RoseAnn Hill introduced the speaker, Carole Leish. Carole was injured in an auto accident at a very young age which left her with some visual and speech impairments. Her presentation was a humorous dialogue intended to remove the discomfort some may have knowing how to 'act' around people with disabilities. She strives to educate people on how to accommodate for handicapped individuals and change attitudes towards the differently-abled.

She developed a board game called "Call Me Capable" to deal with real-life scenarios concerning the handicapped. She 'played' the game with club members, quizzing them with some of the thought-provoking questions.



Speaker Carole Leish shared her board game "Call Me Capable" with the club.

Today's Program

Margie Cochran
Ventura County Star

Introductions:	Jim Newton
Rotary Moment:	Sandra Burkhart
Fining:	Hutch Hutchinson

Future Programs

Sep. 18-	Home Health, Hospice and Medicare
Sep. 25-	What's Happening on the Westside

Eventually Betsy Chess won the game and received a box of chocolates.



Steve Doll, Curtis Cormane, Jim Deardorff and Mark Sauer worked the bike race with the SAG dogs, Cleo & Buddy.



**Mel and Sylvia Cheatham's
Residence**

Thurs. Sept 26., 5:30 p.m.

**Contact
Sheila Fatarelli for more info!**

FIRESIDE CHAT



Rotaractor Cheney Caldwell joins Lynda Girtsman, Ron Calkins and Irene Henry at the Ventura Beach Party.



Steve Doll and Mark Kirwin surround Lynda Girtsman following the Ventura Marathon.



THE COLOR RUN



Ventura County Fairgrounds // October 19, 2013

TheColorRun.com // \$5 off code: SRSLYFUN5K

VOLUNTEERS NEEDED!

Sign up at <http://thecolorrun.com/ventura/>



Curtis Cormane and Courtney Lindberg help raise money for the club by pouring beers.



Go to the 2013 District Conference Information Page at rotarydistrict5240.org for Conference Registration, Embassy Suites Reservations, and Optional Tours.

Past President Rick King led Rotary International to its greatest one-year growth record. Our past and present D5240 Club Presidents will remember his incredibly motivational speech at PETS.

Past President Kalyan Banerjee is now a Trustee of The Rotary Foundation. He speaks and writes with keen insight, clarity, and passion for Rotary's core values.



Rotary International District 5240
2013 District Conference • *October 18-20, 2013*

RI President Ron's Burton's Representative to our Conference is Toni McAndrew, a Rotary Regional Foundation Coordinator from District 7410 in Pennsylvania. A Rotarian since 1988, she served as D7410 Governor in 1997-98. She has also served as a Rotary Foundation Permanent Fund National Advisor and she could well be described as a Trainer of Trainers.

Shirley Grace was 2012-13 Governor of D5230 (Fresno Rotary) and a Rotary Rose Parade Float participant. Shirley helped provide agricultural equipment to India, creating a cottage industry for women processing and selling agricultural-based products. Don't miss her inspiring story.

Upcoming Events

District Governor Social Sun., Sept 15, Noon Foster Park	Fireside Chat Thurs., Sep. 26 Cheatham Residence
District 5240 Conference October 18-20 9:00 am to noon Embassy Suites Hotel San Luis Obispo	The Color Run 5K Sat., Oct. 19, 9:00 am Ventura Fairgrounds

Norm Blacher, Sep 04
Christina Rust, Sep 08
Indy Batra, Sep 09
Sherry Scott, Sep 12
Mike Anderson, Sep 13
Fred Bysshe, Sep 16
John McConica II, Sep 17
Melody Namikas, Sep 19
Steve Bradvica, Sep 22
Larry Dawes, Sep 23
Larry Rasmussen, Sep 24
Joe Richards, Sep 25

William J. Kearney, Sep 10
Albert McCartney, Sep 12
Ed McCombs, Sep 12
Sherry Scott, Sep 12
Michael Scar, Sep 29



Rotary Club of Ventura
Club #691

Ron Burton
Rotary International
President

Jack McClenahan
District 5240 Governor

Irene Henry
Club President

venturarotary.org



SPOKES

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Recording Secretary *	Larry Emrich
Treasurer	Connie Young
Assistant Treasurer *	Mark Sauer
Immediate Past President	Indy Batra
	<i>*Non-Voting Position</i>

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New Generations

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