

The Joshua Tree

February 8, 2022

WHY ARE WE ALL NOT ON THE SAME PAGE?

This week we welcomed **Bahaa Moukadam**, Certified Business Consultant, Founder and Head Coach of SeeMetrics Partners to speak to the Club on how to grow business by giving great tips on how employers and employees can be on the same page and grow the company. Over the course of his career, Bahaa has led successful turnarounds and helped them achieve explosive annual revenue growth.



reason for failure is an poor infrastructure. Lack of proper systems and processes to handle the increased complexity in running a successful business. Finally there is the issue of marketing, failing to address the changing market needs and/or to attract enough of the right customers.

What is business success anyway? Business success is when a company positively impacts employees, customers, stakeholders and the community. Success also means the business consistently generates profitable growth while creating high valuation and can run smoothly without much drama. A successful business provides the owner the ability to sell the company at a higher value, continue to run it at a profit while having more time and less anxiety, or use the business as a platform to open up smaller business around the main company.

Businesses struggle and fail over three main reasons. The first is leadership. If there is an inability to develop & staff enough leaders who have the ability to delegate and predict, it will hurt the company. Another

The framework for sustainable success lies in four key areas; people, strategy, execution and cash. In the area of people, business owners need to ask themselves, would I enthusiastically rehire everyone on the team? Business leaders need to do whatever is necessary to have the best team of people. Businesses can get the best team through proper assessment, acquisitions, successful on-boarding experiences, employee development and retaining staff by having them buy into the mission of the company, not just work for a paycheck.

Strategy is the next area to look into. Would anyone care if your business ceased to exist tomorrow? Any successful business has a strategy to make them irreplaceable in the eyes of their customers. The core purpose of your business must be succinct. You need to firmly know what your cause and purpose is for being in business, the specific actions one needs to take to bring the purpose to fruition and do find what is the end result of your purpose for running your company. Some great examples shared included 3M (*To Solve unsolved problems innovatively*), Merrick (*To preserve and improve human life*), and Disneyland (*To make people happy*).

This Week's Functionaries

- Invocation:** Chris Ackerman
- Flag Salute:** Keith Metzler
- 4-Way Test:** Dan Dever
- Fine Master:** David North

Continued on page 2

HOVE'S HELLO'S



It was great to have Bahaa Moukadam come this week and give such a robust presentation on how to improve business.



I truly hope everyone got something out of the meeting. I know we have at Robar Enterprises!

Don't forget the Rotary Super Bowl Party & Fireside will be at the home of Russ and Gaylynn Stringham this Sunday, February 13th at 2:00pm. The event will feature three large TV's with one even placed outside! Food will be pizza and more from Mama Carpino's in Apple Valley. Please contact Margaret Cooker if you'd like to attend.

The Valentine's Dinner is coming up on February 17 at Chateau Chang. There will be cocktails at 6pm with dinner at 7pm. The talented Lyn Moon will be singing and entertaining.

Our District Conference will take place from June 23-26 at the Westin in Rancho Mirage. Linda and I are planning an outing for Club Members that weekend so please join us if you can!

Jon Hove



www.victorvillerotary.org

Bahaa Moukadam

Continued from page 1

The next area of success is execution. How many months in a row have you reached or exceeded your business goals? Your ultimate goal is to meet and exceed your business goals every month. Priorities must be the focus and alignment of the execution or become like the 70% - 90% of businesses that under-perform each year. Have 3-5 specific goals per year, and measure success through metrics. Some great tips shared by Bahaa is to make sure one person on your team is accountable for the goal success. This doesn't mean one person does all the work, but the one person is the leader who delegates others and drives the company to success. Make sure the goal is known by everyone in the company, and why it is important for everyone to contribute. Everyone should know what the goal is, why the company is doing it, when it will be completed and the person who will coordinate it. The main takeaway is to communicate successfully with your staff.

The final framework for success is cash. Are you pushing and pulling on the right profit levers for your company? Successful business leaders embrace 10% as the new break even mark. The ultimate goal is to make your company worth as much as possible. Ways to do that include revenue growth, a great management team of other leaders, recurring revenue with a focus on returning clients and market growth.

To get more information or to find out how SeeMetrics Partners can help your business, please visit www.SeeMetricsPartners.com or email bahaa@seemetricspartners.com.

Rotary Guests

This week we welcomed **Linda Hove** attended with **Jon Hove**, and **Stefanie Montoya** was a Stand-In for **Bryan Gillespie**.

Rotary

Club of Victorville, CA



**SERVE TO
CHANGE LIVES**

Big Blue Dice



Dwight Johnson had the chance this week to pick the Blue Dice, but drew White and saved the money for another next week.

We continue next week with 5 dice and \$425 for the lucky Rotarian who can grab the Blue Dice from the bag.

Raffle

Margaret Cooker will enjoy reading an the autographed copy of “25 Men of Integrity” she received from **Dwight Johnson**, while Dwight will use the Elementum coffee cup with extra goodies from **Oscar Garcia**. Dwight also donated a couple bottles of wine that will be enjoyed by **Stew Anderson** and **Robert Lovingood**.

Finally, **Dan Dever** won a coffee warmer with USB ports from the Rotary Immunization Program entitled “Shots for Tots”.

Spoon of Exemption

Arsalee Morales had the “virtual” Spoon again this week and shared that Apple Valley Communications has a special running right now for new customers of a \$99 security system that includes a free doorbell camera! Arsalee also shared that Apple Valley Communications are the low voltage specialists and handle fiber optic, date cabling and fire alarm installations. Get more information on this special and more at applevalleycommunications.com



Rotary
Club of Victorville, CA

*Victorville Rotary
Valentines Dinner*

Thursday, February 17, 2022

6:00 PM to 7:00 PM Cocktails
7:00 PM to 9:00 PM Dinner
At
CHATEAU CHANG
15425 Anacapa Road, Victorville
\$50 Single or \$95 per couple

R.S.V.P. by 2/1/2022
Call Arsalee Morales 760-985-9581

A decorative image featuring a white pitcher filled with red roses, a small gift box with a red ribbon, and a wine glass on a white table setting.

> Ladies Gift
> Couples/Singles Gift

Fine Session

David North was the Fine Master this week and gave **Steve Murray** a \$20 fine for not wearing socks to the meeting. Next he penalized **Chris Ackerman** \$20 for going to Mexico and not telling anyone why, plus gave the same fine amount to **Keith Metzler** because the Nisqually Bridge isn't scheduled for completion until next year.

The Polio Pig

Collected this week: \$23.00

Polio Pig: \$18 + Dwight Johnson (Dice): \$5.00= \$23.00

Collected to Date: \$18,634.67

Total equals: 98,383 Doses!

*One dollar equals 2 doses of vaccine!
\$500 pays for a Polio Clinic!*



VICTORVILLE ROTARY CLUB OFFICERS

Board of Directors

President 2021-2022	Jon Hove
President 2022-2023	Arsalee Morales
President 2023-2025	Need Candidates
President 2025-2026	Bill Edwards
Immediate Past President	Steve Orr
Treasurer	Donna Wells
Executive Secretary	Margaret Cooker
Foundation.....	Margaret Cooker
Club Service	Arsalee Morales
Community Service	Michael Krause
International Service.....	Ben Tafoya
Youth Service/Ryla & TLC	Ryan McEachron
Vocational Service	Need Volunteer
Grants.....	Margaret Cooker
High School Speech Contest.....	Ryan McEachron
Scholarships.....	Esther Mears and Arsalee Morales
George Hensel Ethics Essay Contest	Ron Boyd
Membership.....	Dwight Johnson
Billing Officer	Esther Mears

Members-at-Large: David North, Esther Mears, Rob Kilpatrick & Ron Boyd

Positions & Committee Chairs

BOD Secretary	Need Volunteer
Programs	Mike Page
Publicity/Public Relations	Stephen Quintero
Public Service.....	Rick Bessinger, Teresa DeAtley, John Wickum & Jeff Armstrong
Sergeant At Arms.....	Arsalee Morales
Dan Stover Music Contest.....	Chris Ackerman
S.T.A.R. Students	Maureen Mills and Michal Krause
Fundraising.....	Arsalee Morales
Flowers and Gifts	KayMarie Gregory
VVUHSD Jr. HS Four Way Speech	Nancy Noble
Joshua Tree Editor	Chris Ackerman

The Victorville Rotary Club meets every Tuesday for fellowship at 11:30 a.m. and meeting at 12:00 noon at the Spring Valley Lake Country Club, 13229 Spring Valley Parkway, Victorville

Make-up Days and Locations

MONDAY:	San Bernardino East, Imperial Palace, noon
TUESDAY:	Rancho Cucamonga Sunrise, 7:15 a.m. Empire Lakes Golf Course Rancho Cucamonga, 12:00 p.m., Etiwanda Gardens
WEDNESDAY:	High Desert/Hesperia Club meets 7:00 a.m., Denny's, 13165 Main St., Hesperia San Bernardino Crossroads, Hilton, noon, Barstow, Rositas, 540 Main St, 12:00 p.m.
THURSDAY:	Apple Valley, ZOOM Meetings, 1st, 2nd and 4th Thurs Ontario, 12:15 p.m., Doubletree Hotel San Bernardino, Denny's at I-15, 7 a.m. Redlands, Masonic Temple, noon
FRIDAY:	San Bernardino North, Elks Lodge, 12:05 p.m.

Calendar Dates

- Feb 13: Super Bowl Party & Fireside**
2:00 pm • Home of Russ and Gaylynn Stringham, 16437 Viho Ct., Apple Valley
- Feb 17: Rotary Valentine's Dinner**
6:00 pm at Chateau Chang
15425 Anacapa Road, Victorville
\$50 single or \$95 per couple
- Mar 14: Board of Directors Meeting**
5:30 pm Meeting
ARMAC Insurance Board Room
Rear Building on Yuma

Upcoming Programs

- Feb 15:** David Greiner **Topic: "The History of Greiner Buick GMC"** (McEachron)
- Feb 22:** **Four-Way Speech Contest** (McEachron)

Design & Layout By



Printed By

