



**ROTARY
SERVING
HUMANITY**

Rotary
Club of Victorville, CA 

THE **JOSHUA TREE**

MARCH 7, 2017

Making Lots of Dough in Franchising

This week we welcomed Apple Valley Rotarian and High Desert icon, **Pat Orr** as our speaker to discuss the history and current market in the franchise industry. Pat opened his first Little Caesars Pizza in 1985 in Rancho Cucamonga, and almost 30 year later has had a total of 9 location throughout the Victor Valley.

Franchise business began in the 1898 William Metzger became the first dealer for General Motors and in 1899, Coca-Cola sold its first franchise. At the turn of the century Ford granted Model T dealerships, and soon oil companies followed suit with the opening of gas stations. In 1909, Western Auto set up the first parts dealership, and the first Ben Franklin merchandise stores opened in 1920. Five years later A&W Root Beer started up the first "walk up" stand, which would morph many years later into



what we know now as fast food. From those early days, the franchising business really took off between 1938 and 1955. During those years, America saw some franchise businesses that are still around today such as Baskin-Robbins Ice Cream, Kentucky Fried Chicken and of course, McDonald's. One company that opened during this time was Howard Johnson's Restaurant and Motor Lodge.

Although no longer around, Howard Johnson changed the franchise industry forever, by building on State Turnpikes and Highways. What Howard Johnson's did was begin what is now known as the "service industry". In just 30 years, the industry went from 100 companies to 900 companies with 200,000 outlets in 1960. From there, franchising just continued to grow for the next 13 years. By the end of the 60's more than 10,000 new franchise businesses opened. But with the good comes the bad. The 1973 Oil Embargo led to 32,000 franchise gas stations closing. The industry still continued to grow throughout the 80's and in 1990, sales exceeded \$607 Billion dollars!

In the world of franchise, fast food is king, or to be more accurate, McDonald's is king of the mountain. They hold sales in excess of \$87 billion with over 36,000 stores worldwide. The industry also has it's eyes on Subway. Although sales are around \$18 billion, they have a whopping 43,154 stores.

The three rules in franchise are location - location and finally, location. Little Caesars puts their locations in lower income areas, near to homes and major roads. The company started the \$5 pizza, that a lot of other companies are now copying, and that sale price would not attract customers in high income locations. Pat likened it to opening a Walmart in Rodeo Drive in Beverly Hills.

Pat Orr is known for a lot of his great accomplishments in the community and local government, many people in the High Desert know him as the Pizza King.

This Week's Functionaries

- | | |
|---------------------|-----------------------|
| Invocation: | Van Young |
| Flag Salute: | Corey Beck |
| 4-Way Test: | Ron Boyd |
| Song: | Al Castellucci |

ROTARY SERVING HUMANITY



Dwight's Writes

This week not only did we have a great talk about franchising from Apple Valley Rotarian **Pat Orr**, but also his history and how he got where he is in business today. Very inspiring to say the least.

I want to thank **Amy Stanton** personally for bringing in a bag of canned goods to this week's meeting, and would like to commend **Don Lager** for not only holding onto the canned goods until we find a cause, but for putting a box in front of the store for customers to bring their canned goods donations!

I was proud to announce this week that **Margaret Cooker**



was our February Rotarian of the Month! Margaret has a long history with Rotary, such as Past District Governor, Past President, Executive

Secretary, current Club Administrator and now handling the billing for the Club. Congratulations Margaret for an honor well deserved!

As a reminder, we are still looking for donations for our scholarships for high school students, and scholarships in Gene Gregory's name for continuing VVC students.

We are also seeking financial assistance for our Easter Food Baskets. Please see **Stew Anderson, Van Young** or **Brad Letner** for more information.

The Read B4K project is progressing nicely at this point in the school year. **Brad Letner** shared that the kids are now reading well, but volunteers are still needed. Please join us from 2:00 - 3:00pm every Tuesday and Thursday at Hook Community Center and take part in this fulfilling act of volunteerism.

Finally, my thought of the week is "*One loyal friend is worth ten thousand relatives.*" - Euripides

RYLA 2017



RYLA is almost here! **Teresa Coomes** is getting everything set for this year's camp and will be conducting interviews for RYLA applicants and if you are interested in helping, please contact Teresa at tecoomes@cbbank.com.

Spoon of Exemption



Steve Orr had his first week with the Spoon and chose to talk about employees, the ones you have not hired yet. Heritage Victor Valley Medical Group has a division specifically for Industrial and Occupational Medicine. It is here that they can determine if your potential

employee has any health related issues they did not disclose to you, can handle pre-employment drug screenings and work injury evaluation.

If you'd like to schedule appointment to see how Heritage can help you hire the right employees, call (800) 655-9999.

The Polio Pig

Collected this week: \$22.00

Collected to Date: \$14,024.45

Total equals: 89,095 Doses!

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



Raffle Prizes

This week's raffle started off with a \$25 gift card and a box of Girl Scout cookies, both donated by **Don Lager** from Midway that went to the returning **John Kroencke**. **Dr. Ron Boyd** donated a couple of VCA coffee mugs that will be used by **Terry Caldwell** and **Jim Murray**. **Major Van Young** gave away a couple of water infusers from the Salvation Army, that went home with **Melanie Lovingood** and **Gary Adams**.

The final prize of the day was a large Smokehouse pizza from Little Caesars that was donated by **Pat Orr**. The lucky winner of the pizza was **Jim Cox**!

Fine Session

Terry Caldwell was our Fine Master this week, and as is normally the case, went right after our President **Dwight Johnson**! Recently Dwight has been bragging about our new Rotary banner, but it is missing the famous line "The Things We Think, Say or Do". Terry asked the room how much to fine Dwight, and **John Kroencke** suggested \$50 which was accepted.

Van Young was given a much smaller fine of \$5 for his wife jokingly reminding Van at the recent Evening Affair, that he was talking with Terry, and not **Jim Cox**! While we are still on the subject of the Evening Affair, and Mr. Cox, Terry noticed that Jim looked forlorn at the event, walking around trying to find people to talk to and also eating alone at one point. Jim was levied a \$10 for not having any friends.

At the recent Real Estate Symposium, **Don Lager** had his furniture on stage as a sponsor and got a lot of recognition, so Terry fined Don a whopping \$100 for the big plug he got.

Finally, **Mike Page** had no update on the new Hospital Campus by the freeway and paid with a \$10 fine and **Paul Stanton** offered his own fine of \$20, since he hasn't been to a meeting in a while.

Rotary Guests

This week our President **Dwight Johnson** invited **Wesley Quintanar** from the Holiday Inn as a guest and **Dr. Paul Stanton** had his wife **Amy Stanton** by his side.

We had a couple of visiting Rotarians this starting with our speaker **Pat Orr**, who is from the Apple Valley Club and **Kevin Walthers** from the Rotary Club of Santa Maria, who was attending as a guest of **Dr. Roger Wagner**.

Hugo Sanchez from Parade of Pianos was with us this week, and played some beautiful music while Rotarians and guests entered the luncheon.



Our stand-in this week was **Melanie Lovingood** for **Robert Lovingood**.

Lucky Blue Dice



Gary Adams got the chance to pull the Blue Dice, but took another white dice out of the bag and went home with \$5.

Next week, we continue with 8 dice and \$350 for another lucky Rotarian to win the big money!!



VICTORVILLE ROTARY CLUB OFFICERS

Board of Directors

President 2016-2018	Dwight Johnson
Immediate Past President/International.....	Ben Tafoya
Treasurer	Donna Wells
Executive Secretary/Foundation/Administration ...	Margaret Cooker
Publicity/Public Relations	Kevin Kane
Club Service & President 2018-2020	Brad Letner
Community Service	Victor Rocha
Youth Service/Scholarships	Van Young
Vocational Service	Alicia Anderson

Members-at-Large:

Steve Orr • Mark Taylor • Dan Dever • Rob Kilpatrick • Marie Langley • Dan Munsey

Positions & Committee Chairs

BOD Secretary	Marilyn Buttelwerth
Billing Officer	TBD
Sergeant At Arms.....	Gary Adams
Song Master	Al Castellucci
Programs	Mike Page
Wine, Jazz & More	Brad Letner
R.Y.L.A./TLC/Public Safety Awards	Teressa Coomes
Flowers and Gifts	Trish Johnson
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 Green Tree Golf
Course Clubhouse, 14144 Green Tree Blvd., 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, 14165 Main St., Hesperia Adelanto Club meets 2nd Wed. at Chamber Room at Maverick Stadium at 11:30 a.m., and the 3rd and 4th Wed. at Budweisers, Adelanto Rd, Adelanto at 8am. San Bernardino Crossroads, Hilton, noon, Barstow, Los Domingo's 1520 Main St, 13853 Seneca Rd, 2:00 p.m.
THURSDAY:	Apple Valley, Apple Valley Country Club, noon 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

April 22: District Assembly

8:30am - Check In
Sitting Bull Academy
19445 Sitting Bull Road, Apple Valley

May 6: Super Build

1-day Home Building in Tecate, Mexico
VOLUNTEERS NEEDED

May 19: District Conference

thru 21 Hilton Hotel, Palm Springs
Register at www.DaCDB.com

Future Rotary Programs

March 14: Dan Stover Music Contest Club Level

(Yule) - S.T.A.R. Students from
Brentwood, Puesta del Sol and 6th Street
Prep.

March 21: Heather Forsythe, San Bernardino County

Sheriff Detective **TOPIC: "Terrorism
Early Warning Group"** (Schuler)

Proposed Member

If you protest the admission of this member please respond in
writing by 5 p.m. March 20 to President Dwight Johnson.

Nathan Broadway

Owner Operator

Broadway Bug Police

Classification: Services: Bug Control

Sponsor: Al Castellucci

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