

Rotary



# The Joshua Tree



March 10, 2020

## THE REBUILDING OF A NEWSPAPER

**Matthew Cabe** grew up reading the Daily Press. As a High Desert resident of 29 years, he used to see many public faces time and time again and would be starstruck if he saw them in person around the High Desert. So, it came as no surprise, when he landed his dream job in 2015 as a reporter for the Daily Press covering Apple Valley Water and the criminal courts. But that is just the beginning of the story.

Matthew loves to write so it was a perfect fit, and continued on that path for a while, until a new City Editor was brought in, which made working very challenging for many at the paper. If you remember the mass exodus of reporters and photographers last year, we found out that this was the cause. After this unfortunate event, which left the paper in shambles, Matthew went to go work for the Lewis Center, until one day the phone rang again.

All Rotarians were deeply saddened with the passing of **Steve Hunt**, and this left the Daily Press in an even deeper predicament, with the City Editor out on a 3-week vacation, there was no one to run the paper. Matthew was called and

asked to step in temporarily as acting City Editor and has never left the position. Now partnered with a collection of 22 other California papers, the Daily Press is back on its feet.



Deep inside the paper's office in Victorville lies 82 years of print archives going back to 1937! These archives tell some of the story of our region, and the paper offers residents a sense of community. Did you know that Oro Grande was once bigger than Victorville? Hard to imagine, but true.

A lot of people say that the newspaper industry is dead, but Matt disagrees, it is just changing rapidly, and the paper is a still a bit behind. In the past, a reporter had one job, report the news, but now with a smaller staff Matt juggles a variety of roles such as handling all online publishing, editing reports, social media and working with freelancers who cover sporting events. The community at times sees the paper as a frustration, but Matt has a deep love for the Daily Press.

While some still get the paper delivered daily to their homes, more and more residents are going to vvdailypress.com for their local news. On an average Tuesday, they will see 13,000 page views from 7,800 visitors with 1,800 shares. So far since the year began, there have been over 2 million page views!

Matthew Cabe and the rest of the staff at the Daily Press have a challenging job, and sometimes dangerous. Also, with social media, everyone is a reporter, which leads to "Fake News". But Matt wouldn't have it any other way.

### This Week's Functionaries

- Invocation: **Bill Edwards**
- Flag Salute: **Russ Stringham**
- 4-Way Test: **Chris Ackerman**
- Finemaster: **Jim Barnes**

## ORR'S ROARS



Thanks to Matthew Cabe from the Daily Press for giving us an update on how things are progressing at the Daily Press under his leadership. I also want to thank Bill Edwards

for filling in for me, as I had to leave the meeting.

Only a few short weeks until our next 5th Tuesday meeting on March 31! We will be at Korean BBQ off Park Ave, so please join us, where you prepare your own food, I have reserved a room there, so please come and join us for a great time of fellowship.

Speaking of fellowship, there will be a Fireside on April 16th, as the Rotary Club of Apple Valley will be hosting Governor Lu at the Rotary Gardens at the Apple Valley Chamber of Commerce. The event begins at 5pm and we want to have a strong Club showing.

Finally, a couple of days before that, Don Lager will be hosting an off-site Rotary meeting on Tuesday, April 14 at noon over at Midway Home Solutions. His off-site meetings are always great, so make sure you attend.

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

## Rotary Guests

This week we met two guests interested in possibly joining our Club, retiree **Richard Hall** and **Catherine Winston** from HelmsBriscoe.

Invited by our President **Steve Orr**, we were joined by Apple Valley Rotarian and President of Mojave Printing Solutions, **Sam Pulice** plus former Hesperia Mayor and potential next State Assemblyman **Thurston "Smitty" Smith**.



Our Stand-ins this week were **Stefanie Montoya** for **Bryan Gillespie**, **Chris Ackerman** for **Kevin Kane**, and **Martial Haprov** for **Brad Poiriez**.

## Fine Session

**Jim Barnes** was our Fine Master this week and handed out a slew of \$10 fines. **Terry Caldwell** received one for refusing to wear his badge, and both **Jon Hove** and **Kevin Porter** took a fine each for being late to the meeting.

**Stew Anderson** had two guests who Jim referred to as "new members" at his table in the form of **Russ Stringham** and **Ben Tafoya**, which earned Stew a double penalty for \$20!

Finally, while Jim was questioning what this week's dice money total was, **Chris Ackerman** told him to look in our newsletter. For that, **Jim Barnes** gave himself a \$10 fine for not reading his latest issue of *The Joshua Tree*, and also gave a fine to Chris to calling him out!



**ROTARY  
CONNECTS  
THE WORLD**

## Big Blue Dice



*Bill Edwards came, saw and conquered by grabbing the Blue Dice and going home with a whopping \$425!*

*We will start over next week with 14 dice and \$200 for the Rotarian who can pick the Blue Dice out of the bag.*

**PROGRAMS NEEDED FOR APRIL 7 AND 28**  
**Please see Mike Page if you have an idea for a speaker for those dates!**

## Raffle

Only one raffle prizes this week in the form of a Heritage Victor Valley Medical Group Clock from our President **Steve Orr**, that went home with **Bill Edwards**.

## Foundation News

We are looking for volunteers to hear Senior Presentations on Wednesday, April 15th at Noon for University Prep Students. This is a great way to serve and participate as a judge panelist for this afternoon event.



ShelterBox is making an urgent appeal for financial support from Rotarians for the humanitarian need in Syria. Over the past two months, almost 1 million people had fled their homes with just the clothes on their backs due to increased violence and air-strikes. Please consider donating so these families can have a ShelterBox home.

Please contact **Margaret Cooker** for more information on how you can be of service.

## The Polio Pig

**Collected this week: \$11.00**  
**Collected to Date: \$17,186.42**  
**Total equals: 95,484 Doses!**

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



## VICTORVILLE ROTARY CLUB OFFICERS

### Board of Directors

President 2019-2020 .....	Steve Orr
Immediate Past President .....	Margaret Cooker
Treasurer .....	Donna Wells
Executive Secretary .....	Margaret Cooker
Publicity/Public Relations .....	Kevin Kane
Club Service .....	Bill Edwards
Community Service .....	Paul Earle
International Service.....	Ben Tafoya
Youth Service/RYLEA & TLC .....	Arsalee Morales
Vocational Service .....	Dr. Bowtie Brian
Grants/Speech Contests .....	TBA
Scholarships.....	David North
George Hensel Ethics Essay Contest .....	Ron Boyd
Membership.....	Don Lager
Billing Officer .....	Esther Mears

### Members-at-Large:

Dwight Johnson • Jon Hove • Rob Kilpatrick

### Positions & Committee Chairs

BOD Secretary .....	Marilyn Buttelwerth
Programs .....	Mike Page
Public Service.....	Rick Bessinger, Teresa DeAtley & Greg Benson
Sergeant At Arms.....	Arsalee Morales
Dan Stover Music Contest.....	Dr. Bowtie Brian
S.T.A.R. Students .....	Jim Barnes/Robin Cackler
Fundraising/Flowers and Gifts .....	Steve Orr
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

<b>MONDAY:</b>	San Bernardino East, Imperial Palace, noon
<b>TUESDAY:</b>	Rancho Cucamonga Sunrise, 7:15 a.m. Empire Lakes Golf Course Rancho Cucamonga, 12:00 p.m., Etiwanda Gardens
<b>WEDNESDAY:</b>	High Desert/Hesperia Club meets 7:00 a.m., Denny's, 14165 Main St., Hesperia Adelanto Club meets 2nd Wed. at Chamber Room at Adelanto 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, Rositas, 540 Main St, 12:00 p.m.
<b>THURSDAY:</b>	Apple Valley, Rusty Bull, AV, 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
<b>FRIDAY:</b>	San Bernardino North, Elks Lodge, 12:05 p.m.

## Calendar Dates

**May 1-3 Assembly and District Conference**  
Assembly May 1, Conference May 1-3  
Westin Pasadena  
191 N Los Robles Ave., Pasadena, CA 91101  
(626) 792-2727

**June 6-10 International Convention**  
Honolulu, Hawaii  
Register through DaCDB

## Upcoming Rotary Programs

- Mar 17: High School 4-Way Speech Contest (Club Level)**
- Mar 24: Dan Stover Music Contest (Cooker)**  
RYLA Students Run Meeting
- Mar 31: Evening Meeting: Korean BBQ**  
Park Ave, Victorville



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