



The Joshua Tree



The Weekly Publication of the Rotary Club of Victorville

March 29, 2011

Coldwell Banker Jason Lamoreaux is Optimistic about Commercial Growth for H.D.



Jason requests our assistance with the Apple Valley Rotary Club in providing Shelter Boxes for Japan. Plan to attend the "Taste of Napa" Food, Wine Tasting, and Art and Wine Auction. No entry cost.

Date: Thursday, April 28th

4:00 - 7:00 p.m.

Coldwell Banker, 15500 W. Sand St., Victorville

RSVP: info@cbcdesert.com

Jason Lamoreaux's goal to become the high desert's largest commercial property real estate broker was attained in record time. He and his wife opened Coldwell Banker Commercial in 2008, and accomplished this goal by 2010, in spite of the miserable commercial real estate market!

Bob Basen, Colleen Butcher, and Mehdi Mostaedi are all associates with Coldwell Bank Commercial, and Jason commended Mehdi for his nomination as #1 Agent for Coldwell Banker in 2010 and also the #1 in Victor Valley!

Jason feels that the strong third and fourth quarters of 2010 are good indicators of a recovery in the high desert, at last. He brought some very substantial data to support this, and emphasized that our high desert should not be included in the Inland Empire statistics. "Their bad real estate market is dragging us down", said Jason, and he hates to be equated with that negative perception. One thing for sure though, he states, is that the land down below is limited, while it is abundant in our H.D. The retail office space vacancy rate in the High Desert (8%) is way below that of the I.E. (27%), and jobs are beginning to increase. Additionally, the major chain retailers are again interested in our market; further proof of the second phase of recovery mode. Jason has strong advice on how we, as individuals, can foster the reality of a steady recovery: "Think positive... don't read the negative news... spend."

THIS WEEK'S GUESTS



Welcome to Jason Lamoreaux, our Guest Speaker and Apple Valley Rotarian, Nichole Campbell of Brandman

University, potential member and guest of Al Castellucci, and Pazely Hall, Jon Edson's Aide / Chauffeur / Assistant.

Thank you to today's Functionaries



Invocation: Gary Dobney
Flag Salute: Mike Hayhurst
4-Way Test: Matt Metzler
Song: Al Castellucci

PLEASE JOIN US EVERY TUESDAY FOR FELLOWSHIP AT 11:30 A.M. BEFORE OUR MEETING IS CALLED TO ORDER AT NOON.



Rotary Celebrations!

April Member Birthdays

Jerry Lundberg	April 3
Gaylynn Stringham	April 8
Bill Scott	April 15
Tony Cooker	April 17
Alicia Anderson	April 23
Charles Gehrke	April 23
Russ Stringham	April 23
Matt Drake	April 25
John Hulterstrom	April 28
Windsor Richmond	April 30

April Partner Birthdays

Trish (Dwight) Johnson	April 1
Harry (Marilyn) Buttelerwerth	April 2
Debra (Sam) Gibbs	April 3
Anne (Gene) Gibbs	April 4
Susan (Bob) Diehl	April 8
Gaylynn (Russ) Stringham	April 8
Laurie (Dale) Marsden	April 14
Russ (Gaylynn) Stringham	April 23

Wedding Anniversaries

Ken and Mary Kay Chambers	April 2
Russ and Gaylynn Stringham	April 9
Kim and Lynda Moore	April 13
Joe and Beth Andreasen	April 20

Club Anniversaries

Jerene Creason	April 1
Jon Hove	April 1
Mary Teran	April 1
Paula Porter	April 6
Mark Taylor	April 11
Catherine Feher	April 17
David North	April 17
Ryan McEachron	April 21
Bill Scott	April 22
John Wilkins	April 24
Jennifer Starbuck	April 27

LOOK FOR YOUR E-MAIL PROMPT TO "CLICK" ON THE WEEKLY NEWSLETTER ON THE WEBSITE. IF YOU DON'T RECEIVE IT, CONTACT MARY TERAN.

IMPORTANT NOTICE

The Golf Tournament Flier is now on our website! Just click on "Upcoming Events" on the left-hand side, then click on the golf ball on the right-hand side. Wella!

ROTARY iPHONE APP

New free Rotary Club Locator iPhone app available Rotary International News -- March 28, 2011!



You can now search for a Rotary club with RI's free iPhone app. In the Apple app store it's called the Rotary Club Locator from Rotary International. The app also will soon be offered for Android phones.



Lucky White Marble

Gary Adams tried today for

\$600.00 Pot !

Next week: 6 marbles left!

WHAT'S IN MARGARET'S CAN??

Collected This Week: \$21.57

Collected to Date: \$8,235.11

Total equals: 82,351 Doses!

One dollar equals 10 does of vaccine!

\$500 pays for a Polio Clinic!

**SPOON OF
Exemption**

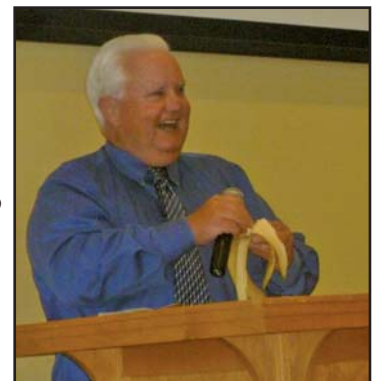
**Spoonholder for
March**

**CALDWELL, KENNEDY
& PORTER**

15476 West Sand Street
Victorville, CA 92392
Website: cklaw.net

(760) 245-1637
(760) 245-1301 fax
cklaw@mscomm.com

Taking advantage of his last advertising opportunity as the Spoon Holder, Terry Caldwell's bananas offered a unique opportunity for the Rotary Club of Victorville to "cash in" and run the city... you had to be there! Let's just say Terry really used up his five weeks of shameless advertising in March!





"TED's Brazilian"

President **Teressa** congratulated **Margaret Cooker** on becoming a Great Grandmother!! Nice, **Margaret**!

Teressa has empty piggies, needing to go home (actually, to your office), to be filled with change for the Rotary Polio campaign. Pick one up next week, if you can!

Margaret Cooker announced a few upcoming Rotary events: "Kids Matter" Immunization Clinic / Helmet Giveaway / Literacy Project. See below for information.

Russ Stringham's International group, consisting of himself, **Ben Tafoya**, **Steve Murray**, and **Charles Gehrke**, made their way to Ensenada, Mexico last weekend. They brought groceries to the Orphanage and discussed with the Ensenada Rotary Club their needs for 2011-2012.

Russ is looking for photos of Rotary events for our website. Please send what you have to **Russ** or **Mary Teran**.

Hough says it's not too late to sign up for the Board of Director Training, and emphasizes it is super beneficial to all members (**Red Badge members take note**). See calendar for details.

District Assembly is right here in Victorville! **Charles Gehrke** reminds members the Club will **PAY** your way. See calendar for details. If you can, volunteer to bring a dessert for the Friendship Dinner that follows.

Ginger Ontiveros wants everyone to be aware of the event on April 17th in support of California's community colleges. Check it out: www.handsacrosscalifornia.org.

Teressa's Happy Birthdays this week go to **Steve Murray**, **Trish** (Dwight) **Johnson**, **Jerry Lundberg**, and **Debra** (Sam) **Gibbs**.



Teressa's Happy Thought

"Those who bring sunshine into the lives of others cannot keep it from themselves."

James M. Barrie



Saturday
April 30th
10 am - 2 pm
High Desert Church
Volunteers Needed
from 9:00 a.m.

RAFFLE & FINE SESSION...

Matt Drake presided this week as Finemaster, and a "fine" job he did, in spite of heckling our guest, **Pazely**, **Jon Edson's** assistant (and numerous others). After hearing **Terry Caldwell's** a "peel"ing attempt to increase his workload, **Matt** let him off the hook. **John Wilkins** is busy bringing revenue into the H.D., so pays only \$10, and **Luis**



Frisby, **Jim Cox**, and **Sam Gibbs** went fine-free this week for various reasons... all good. **Dan Dever's** "jeeping" brought him a \$10 fine, and **Jim Murray** escaped fine free with new fenders as a result of **Matt's** "incident". **Matt** enjoyed some Sushi with **Al Castellucci's** friend, so **Al** gets hit for \$25, and **Mehdi Mostaedi** will owe a hefty \$50 for his award winning sales skills. **Bob Basen's** "tie dyed" tee-shirts netted him a \$20 fine, and two members not wearing their badges, **Marie Langley** and **Windsor Richmond**, will pay \$20 as well.



Nice raffle prizes brought in by members; thank you! **Charles Gehrke's** "Cinnatwists" and **Dwight's** Mt. High Passes were won by **Margaret Cooker**, "Sr. Moment Mints" (donor unknown) went to **Dan Dever**, whose **H&R Block** Memo Book was won by **Marie Langley**. **Marie** also took home **Charles Gehrke's** Cookbook, and Coupons from **Dwight Johnson** went to **Jim Cox**. **Ron Kabalin** won the Bag donated by **Windsor Richmond**, **John Kroencke** took home **Teressa's** "Wine Collars", and **Gary Adams** tried for the Marble (or is it a gem?), and came up with only \$5!



**Spoon Winner
for April...**

Printmart! Congratulations, Russ!

Rotarian of the Year

To nominate someone that you believe has provided "Service Above Self" to our Rotary Club, contact **Bob Basen**, 2010 Victorville Rotary Club' recipient. Deadline for receipt of nomination is April 8, 2011. Mail to 19041 Primrose Ln., A.V., 92308 or e-mail your nomination to: basen@yahoo.com.

VICTORVILLE ROTARY CLUB OFFICERS

President Teresa DeAtley
 Incoming President Charles Gehrke
 Treasurer Donna Wells
 Executive Secretary Margaret Cooker
 Club Service Russ Stringham
 Community Service Dick Cole
 New Generations Rob Kilpatrick
 Vocational Dr. A. L. Hough Everage
 International Ben Tafoya
 Foundation Margaret Cooker
 Recording Secretary Marilyn Buttelwerth
 Sergeant At Arms Gary Adams

Members-at-Large:

Dan Dever • Jim Murray • Kimberly Ramirez • Bill Scott
 Cherie Range • Bob Basen • Alicia Anderson

Past President (2009--10) Charles Gehrke
 Incoming President (2011-12) Charles Gehrke
 President-Elect (2012-13) Russ Stringham
 President Nominee (2013-14) Dr. A. L. Hough-Everage

Current Chair Persons:

Membership Charles Gehrke
 SongMaster Al Castellucci
 Scholarships Ginger Ontiveros
 Publicity/Public Relations Charles Gehrke
 Cards and Calls Gaylynn Stringham
 Programs Mike Page
 Newsletter Mary Teran

The Rotary Club of Victorville meets every Tuesday for fellowship at 11:30 a.m. and meeting at 12:00 noon at the Grumpy Golfer, 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
 San Bernardino, Masonic Temple, 12:10 p.m.
WEDNESDAY: San Bernardino Crossroads, Hilton, noon
 Barstow, Quigley's Outlet Center, Lenwood, noon
 University Prep, 7th and Forrester, 2:00 p.m.
 High Desert, 6:00 P.M. - 6:00 P.M. - Yoshi Sushi
 14177 Kentwood Blvd., Victorville
THURSDAY: Apple Valley, Apple Valley Country Club, noon
 Hesperia, Denny's at I-15, 7 a.m.
 Ontario, 12:15 p.m., Doubletree Hotel
 San Bernardino, Denny's at I-15, 7 a.m.
 Redlands, Masonic Temple, noon
 Victor Valley Sunrise, Coco's, Victorville, 7 a.m.
FRIDAY: San Bernardino North, Elks Lodge, 12:05 p.m.



Important Dates

Mark your Calendar!

April 2: Board of Director Training
 7576 Etiwanda Ave, Rancho
 Cucamonga - For info:
<http://www.district5300.org/BODTS>

April 16: District Assembly - V.V.C. 9-2
Your Club pays for you!

Friendship Dinner follows at the Apple Valley Rotary Gardens - See the Rotary District Website for details.

April 21: Open House - Printmart - 4-7 p.m.
 16785 Bear Valley Rd., Hesperia.
 (760) 949-3377

April 30: Kids Matter Health & Safety Fair
 High Desert Church - 9 - 3
Volunteers needed!

May 21-25: Rotary International Convention
 New Orleans

June 9-12: District Conference - La Jolla

June 13: Rotary Golf Tournament - SVLCC

June 18: Demotion Party - Home of Dan Dever

UPCOMING ROTARY PROGRAMS

April 5 Deputy Paul Gallant, Victorville (S.B. County Sheriff Dept.)

April 12 Junior High School 4-Way Speech Contest (Sawyer)

April 19 Kevin Maheney, St. Mary Med. Center
 Topic: H.D. Demographics from the 2010 Census

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