



Rotary 

 BE THE INSPIRATION

# The Joshua Tree



**April 16, 2019**

## **IS YOUR SOCIAL MEDIA FOOTPRINT S.M.A.R.T.?**

At our Meeting this week was a true Social Media Guru, **Sue Moore** of Moore Digital Marketing in Victorville. As one of only 4,300 people who is a member of the Facebook Business Insight Panel, she truly is an expert and leader in the field of social media.



current customer. Whenever setting up a business page on social media, be S.M.A.R.T.; Specific, Measurable, Attainable, Relevant, and Time-bound (be current in your posts).

A lot happens in 60 seconds on social media. For example

every 60 seconds, 1 million people log onto Facebook, 18.1 million text messages are sent, 4.5 million videos are watched on You Tube, 390,030 apps are downloaded, 188 million emails are sent, 41.6 million phone calls are made, 3.8 million searches are done and over \$996,000 are spent on online shopping.

Remember, whenever you are online on social media sites, be careful what you put on the Internet, keep track of who you interact with and think of what you post before what you post. As always manners count... Your customers are watching.

Finally, Here is a great Twitter tip: If you start your tweet with a "." (period) then your tweet will go universal, not just to your followers!

Get more information at [mooredigitalmarketing.com](http://mooredigitalmarketing.com).

### **This Week's Functionaries**

**Invocation: Bill Edwards**

**Flag Salute: Matthew Farias**

**4-Way Test: Brad Poiriez**

**Finemaster: David North**

## COOKER'S CORNER



Thank you to all those who made it out this week for our meeting. It was a pleasure to have **Sue Moore** come and speak to the Club and give us a better understanding of how social media works. Hope you picked up some great tips!

**Dwight Johnson** shared some great news this week. Please mark your calendars to be at the Fairgrounds in Victorville on Saturday, May 11 at 9am, when we will gather with other District 9 High Desert Clubs for the Food Packing Group Project, which is being spearheaded by **Raghada Khoury** and the Apple Valley Club. All the food packaged will go to food banks within our local area so it is a great time to put our words into action and truly make a difference.



Speaking of Apple Valley, there will be a combined golf tournament with their Rotary Club and the Apple Valley Chamber on Saturday, April 27th. **Steve Murray** is looking to put together a foursome. Please contact Steve for a spot!

Word has come that the Super Build may be in jeopardy this year due to the border crisis issue. Please stay tuned for more information.

Finally, the thought for the week is, "Smile BEFORE you pick up the phone to infuse a pleasant tone to your conversation".

## A VISIT FROM OXFORD



Oxford, Ohio that is! This week we were honored to welcome **Norman Harsh** from the Rotary Club of Oxford, Ohio, who was in town to visit his daughter. **Margaret Cooker** and Norman did the ceremonial exchanging of banners, and all Rotarians are encouraged to attend a local Rotary meeting when you are in another area of the country or even the world and exchange a banner with them too!

## THE POLIO PIG

**Collected this week: \$18.23**

**Collected to Date: \$16,259.22**

**Total equals: 93,789 Doses!**

*One dollar equals 2 doses of vaccine!*

*\$500 pays for a Polio Clinic!*

# BE THE INSPIRATION





## LUCKY BLUE DICE



*Dr. Stanton came, saw and took the Big Money! He grabbed the Blue Dice and took home \$425!*

*We will start anew next week with 14 dice and \$200 up for grabs for a lucky Rotarian who wins the chance.*

## FINE SESSION

**David North** was our Fine Master this week used this day to celebrate April 15th, but not the end of tax season but for Jackie Robinson Day! On April 15 1947, Jackie Robinson became the first African-American to be called up to the Majors in baseball, and in honor of that all fines were in the amount of his number...\$42!

Those receiving fines included **Marie Langley** for being late, **Donna Wells** for ending her long tax season, **Craig Garrick** for all the great things coming up at SCLA and **Don Lager**, because David went into his store last weekend and spent \$1800 in 8 minutes, with the purchase of a new washer and dryer!

The final fine of the day was directed at our speaker **Sue Moore**. In her presentation, Sue commented that she would love for more people to move to the High Desert, but David does not want any more people here. So, because she was booked by **Mike Page**, Mike got the final fine of \$42!

**Rotary**  
Club of Victorville, CA



## RAFFLE

In our raffle this week a copy of "The Transparent Leader III" donated by **Dwight Johnson** will be read by **Donna Wells**, and Dwight himself took home a VVTA USB band from **Kevin Kane**. Kevin also donated a 3D Phone Viewer, that will be enjoyed by **Craig Garrick**. Craig will first go shopping though, as he won the \$25 Midway gift card from **Don Lager** and **Bill Edwards** brought a set of drinking glasses what will be used by Don! Finally **Jim Mettler** will enjoy a bottle of wine that was donated by Marie Langley.

## ROTARY GUESTS

This week we welcomed **Amy Stanton** who attended with husband **Dr. Paul Stanton**, and **Norman Harsh**, who was visiting us from the Oxford, Ohio Rotary Club. Welcome and thanks for coming!

### Proposed Member

*If you protest the admission of this member please respond in writing by 5 p.m. April 22 to President Brad Letner.*

**Teresa DeAtley**

**VP/Relationship Manager**

**Organization: Citizens Business Bank**

**Classification: Services: Banking**

**Sponsors Margaret Cooker &  
Dwight Johnson**

*Returning Member and Past President of Club*

### Past Presidents' Meeting

**Has been Moved to**

**Monday, April 22, 2019 at 4pm**

**El Pescador, Victorville**

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



## VICTORVILLE ROTARY CLUB OFFICERS

### Board of Directors

President 2018-2019 .....	TBD
President 2019-2020 .....	Steve Orr
Immediate Past President .....	Dwight Johnson
Treasurer .....	Donna Wells
Executive Secretary/Foundation/Administration ...	Margaret Cooker
Publicity/Public Relations .....	Kevin Kane
Community Service .....	Dwight Johnson
International Service.....	Ben Tafoya
Youth Service/RYLA & TLC .....	Rob Kilpatrick
Vocational Service/Speech Contests .....	Dr. Breada Leach
Scholarships .....	David North
George Hensel Ethics Essay Contest .....	Ron Boyd
Membership.....	Jon Hove

### Members-at-Large:

Mark Taylor • Dan Dever • Steve Murray • Russ Stringham • Don Lager

### Positions & Committee Chairs

BOD Secretary .....	Marilyn Buttlerwerth
Corporal At Arms .....	Arsalee Morales
Programs .....	Mike Page
Public Safety Awards.....	Rick Bessinger
Dan Stover Music Contest.....	Marie Langley
S.T.A.R. Students .....	Jim Barnes/Robin Cackler
Fundraising/Flowers and Gifts .....	Teresa Letner
Billing Officer .....	Esther Mears
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, Los Domingos, 1520 E Main St, 12:00 p.m.
<b>THURSDAY:</b>	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
<b>FRIDAY:</b>	San Bernardino North, Elks Lodge, 12:05 p.m.

## CALENDAR DATES

**May 3: District Assembly**  
Free lunch for those Pre-Registered  
8.30 to 2.00 District Conference follows

**May 3&4: District Conference**  
Anaheim, CA

**May 11: Food Packaging Project**  
9:00am  
San Bernardino County Fairgrounds

**May 18: Super Build**

**May 13: Board of Directors Meeting**  
5:30 pm Meeting  
DCB Board Room, 2nd Floor  
Hesperia and Silica Roads

## UPCOMING ROTARY PROGRAMS

**April 23: Jr. High Francis Beatty Memorial 4 Way Speech Contest**

**April 30: Evening Meeting - Chateau Chang**

**May 7:** San Bernardino County Sheriff John McMahon **TOPIC: "Meeting President Trump"** (Page) + STAR Students

**May 14:** Danny Garcia, San Bernardino County Sheriff Department **TOPIC: "Cultural Diversity"** (Page)

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