



# The Joshua Tree



The Weekly Publication of the Rotary Club of Victorville

May 10, 2011

## How To Make And Maintain A Successful Business



**Scott Nassif** learned what it takes to make and keep a business successful at a very young age. He was only 20 years old and working at a Napa Auto Parts Store here in the High Desert when the owners decided to liquidate and sell the business. It made sense to offer Scott the opportunity to buy the business – he had already quadrupled sales by working with customers and suppliers, providing solutions and creating stronger partnerships.

Scott then had to learn how to manage employees. He now has 65 employees and 4 store locations in the Victor Valley. Some have been loyal employees for over 20 years. Scott works at keeping his employees engaged and fresh with incentives and stressing the importance of their partnership. He has learned that you have to hire people that are honest, nice and willing to learn. “You can’t train people to be nice. You hire nice people to train.”

When it came to expanding the business, Scott was very conservative and studied important considerations. Can the note be paid even if the new location isn’t profitable? Can I rent the property before buying it? What should be my benchmarks?

Scott stressed the importance of making a 5 and 10 year plan to keep technology current and physical appearance fresh. He also emphasized the value of staying up to date with market research and keeping his business diversified in order to stay successful as the economy and needs change.

Scott looks at his business as a two-way partnership with his customers, his employees, and his suppliers by looking at how they are a part of his success, and how he can be a part of their success as well.

Scott has taken his knowledge and partnership principles to the political arena. He now serves as Mayor of the Town of Apple Valley.

### New Rotary Member, Regina Pické Inducted

**Charles Gehrke** handled the formalities of introducing our newest member, **Regina “Gina” Pické**. **Gina** is the



Owner of Accent Designs and is interested in Community, Club and International Service. **Al Castellucci** is **Gina’s** Sponsor, and we welcome **Gina** to our Club.

### *Thank you to today’s Functionaries*



**Invocation:** Dee DeBruhl  
**Flag Salute:** Jon Hove  
**4-Way Test:** Bob Basen  
**Song:** Marie Langley

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

# THIS WEEK'S GUESTS



Welcome to Scott Nassif, our Guest Speaker, Apple Valley Rotarian, Napa Auto Parts Owner and Mayor of the Town of Apple Valley. We also welcome JoAnn Cisneros from Excelsior, guest of Alicia Anderson; Nathan Kelly, High Desert Rotarian and guest of Bob Basen; and, Harrison Hove (future member) and Bob Hove (Former Victorville Rotarian) from Robar Ent., both guests of Jon Hove.

**SPOON OF  
Exemption**

Spoonholder for  
May

**RANCHO**  
MOTOR COMPANY  
"Serving the High Desert since 1971"

**John Wilkins**

15425 Dos Palmas  
Victorville, CA 92392

(760) 955-8200  
FAX (760) 955-4858

## RAFFLE & FINE SESSION...

**Matt Drake** presided as Fine and Rafflemaster this week. The first raffle item was Tony's Famous Oatmeal Cookies from **Charles Gehrke**. One batch went to **Joe Andreasen** and the other to **Rob Kilpatrick**. D.C.B.'s Travel Mug was won by **Gary Adams** and the Lotion Gift Set donated by **Paul Stanton** went to **Donna Wells**. **Robert Lovingood** and **Russ Stringham** shared the winning ticket for the String of Lights from **Dee DeBruhl**, and **Ron Kablin** won the Bottle of Wine also donated by **Dee DeBruhl**.

**Matt** started off today's session by recognizing **Bill Scott** for his article in the Press Dispatch on May 1st - and then later fined him \$5! **Matt's** \$10 fines went to **John Halterstrom** to celebrate the end of tax season, then **Paul Russ** for needing a bigger shirt, and then **Alicia Anderson** because they painted the school wall. No fine for **John Wilkins** because right now he's in Tahiti - but just wait until he comes back and no longer has the Spoon of Exemption!



## Lucky White Marble WINNER !!!



Dee DeBruhl had the ticket and the  
**\$900.00 Pot !**

## "Night of Life" Life Straw Benefit



### A TALENT EXTRAVAGANZA

Presented by the Riverside Prep Students

The Life Straw is a lifesaving device that allows people all over the world access to clean water.

Please help ASB and the Interact Club raise money and awareness for this wonderful cause.

Join us!

When: Tuesday, May 24th  
Where: Oro Grande Elementary School  
Elementary Campus Amphitheater  
19175 Third St. (760) 245-9260

Only \$1.00 Admission Fee

## WHAT'S IN MARGARET'S CAN??

Collected This Week: \$14.17

Collected to Date: \$8,591.40

Total equals: 85,914 Doses!

One dollar equals 10 doses of vaccine!  
\$500 pays for a Polio Clinic!





**Teressa** reported that the Leave of Absence Policy was approved by the Board. Thanks go to the committee members for their hard work: **Margaret Cooker, Jim Murray, Stew Anderson, Russ Stringham** and **Marie Langley**. (**Teressa** was on the committee too.) More information and the request form can be found on our website.

**Teressa** also reminded everyone of the upcoming District Conference in La Jolla, June 9-12.

**Charles Gehrke** announced that the Adult Spelling Bee is scheduled to be held right here at the Grumpy Golfer on Thursday, June 9th. He's expecting to take 1st Place this year after trying for 3 years to beat their 2nd Place standing. See **Charles** if you would like to join his team.

**Charles** also told us about a visit to the Ensenada Rotary Club on Saturday, June 11th. Ensenada Rotary is 75 years old and our club has had a great partnership with them for 45 years. Members are invited to join **Charles** in representing our club on this trip.

**Charles** asked us to remember the "Night of Life" Life Straw Benefit coming up Tuesday, May 24th. Please help ASB and the Interact Club raise money and awareness for this wonderful cause while watching the amazing talents of Riverside Prep students.

**Charles'** last announcement was a reminder about the Hesperia Rotary Golf Tournament on Sunday, May 22nd. He's looking for golfers (any golfers!) to fill our club's team. Hesperia only needs 4 more volunteers ... anyone??

**Russ Stringham** reminded us that the Golf Tournament at SVLCC is coming up soon. Mark your calendars for Monday, June 13th with the tournament starting at 8:30a.m. Applications can be found on our website.

**Russ** could use more tournament sponsors - have you asked anyone yet? Don't forget the 50-50 tickets are only \$50 each for a chance to win \$5,000. Only 200 tickets will be sold and they're going fast! **Robert Lovingood** has already sold 90 tickets and only has 10 left! **Russ** still has a few left, so hurry! And don't forget the Silent Auction. Contact **Russ** regarding any donations.



## **Teressa's Happy Thought**

To accomplish great things we must not only act,  
but also dream;  
not only plan, but also believe ...



**Teressa and Alicia Anderson**, Member at Large and Mini-Grant Chairperson, thanked many members for their generous sponsorships and support.

Sponsor plaques were also presented to organizations and members at the meeting.

## **PLATINUM SPONSORS**

Victor Valley Union High School District

Pioneer University

Victor Elementary School District

## **GOLD SPONSORS**

Excelsior Charter Schools

Desert Valley Hospital

## **SILVER SPONSORS**

Southwest Gas

A. L. Hough-Everage

Kirk Riding

Mojave River Academy

Brandman College

Kimberly Ramirez

## **BRONZE SPONSORS**

Sunland Ford

Chuck Gehrke

Donna Wells

Robert Lovingood

Paul Stanton

Rancho Motors

ISU-ARMAC

Shear Realty

Precision Data Products

## **THANK YOU SPONSORS!**

Health Ventures

Jerene Creason

David North

Carolyn Villars

Jennifer Starbuck

Rob Kilpatrick

John Kroencke

Cherie Range

Mark Taylor

Don Lager

## 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  
 Hesperia, Denny's at I-15, 7 a.m.  
 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  
 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!

**May 21-25: Rotary International Convention**  
 New Orleans

**May 22: Hesperia Rotary Golf Tournament**  
 Hesperia C.C. (760) 244-9386

**May 24: "Night of Life" Life Straw Benefit**  
 Oro Grande Elementary School  
 (Elementary Campus Amphitheater)  
 19175 Third St. (760) 245-9260

**June 9-12: District Conference - La Jolla**

**June 11: Interact Conference - La Jolla**  
 (Bus will leave from Oro Grande)

**June 11: Ensenada Rotary 60th Anniversary**

**June 13: Victorville Rotary Golf Tournament**  
 Spring Valley Lake C.C.

**June 18: Demotion Party**  
 Home of Dan Dever  
 (Map to Follow)

## UPCOMING ROTARY PROGRAMS

**May 17 Elementary 4-Way Speech Contest**  
 (Sawyer / Marsden)

**May 24 GSE Team - Middle East**  
 (DeAtley)

**May 31 Memorial Day: Do You Remember the Reason?** (Hough)

*Please bring a Veteran or Soldier as your guest to be thanked and recognized.*

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