



ROTARY
SERVING
HUMANITY

THE JOSHUA TREE



MAY 16, 2017

New Times... New Terms

Alright. Before we start, we need to become familiar with some new terms. It is not "Weed" anymore, but "Cannabis", a "Bud" is now a "Flower", we don't say "Growing" anymore, but "Cultivation" and the term "Drug Dealer" is now called an "Entrepreneur".



Jason Lamoreaux, President of Coldwell Banker Real Estate Solutions, spoke to the Club this week on the impact the Cannabis Industry on the High Desert. Over the years medical cannabis use has become mainstream, and recreational use is following close behind. In 1969 only 19% of Americans saw it as acceptable, and in 2016, it was at 60%.

California is the largest market for cannabis, which is why projections show that the industry will grow to \$22.6 billion by 2021. People from, Washington, Colorado, Texas and as far away as New York, are coming to California for the use and distribution impact.

Sounds like the Gold Rush all over again, but this time it's called the "Green Rush". Four factors are playing an important role for the California boom.

Cultivation: As of right now, cultivation in California can be as large as 22,000 sq ft. under canopy, but since cultivation wasn't properly defined in the Proposition 64, growers only have until December 31, 2017 at 11:59pm to be up and running before legislation changes. The cost for licenses in Adelanto are expensive, but for cannabis sellers, its worth the price. Licenses for cultivation, manufacturing and distribution are \$7,000 each!

Manufacturing: There is not just a market for smokable cannabis, but also a huge one for oils, edibles and more, but space is needed and with three MML Zones in Adelanto, the room is there! Although the area is vast, it is going fast. Two years ago an industrial complex in the zone that went for 30¢ sq ft, can now go for a whopping \$4.00 sq. ft. These manufacturers are willing to pay it, as they believe they will make millions.

Distribution: Like Adelanto, cities such as California City, Needles, and Desert Hot Springs are creating space for cultivation and manufacturing, and with that comes distribution. In that arena, Long Beach has them all beat, due to the central proximity to get the product to the dispensaries faster in the LA and surrounding counties. Unfortunately for them, they will run out of space fast, which will be a positive for the Adelanto area.

Dispensaries: There are some dispensaries that are truly run like a business, but there is another kind, the drug dealer who has now come into the limelight as a business owner, but is not business savvy. The market will eventually become saturated, and prices will come down as well as the profits, and shops will close for who don't have a business mindset.

Finally, like the Prohibition, when cannabis comes legal federally, companies like Phillip Morris, and the like will take it to a whole other level. Cannabis is here to stay...

This Week's Functionaries

- Invocation: Van Young
- Flag Salute: Don Lager
- 4-Way Test: Jim Mettler
- Song: Al Castellucci
- ★ Finemaster: Ryan McEachron ★

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Dwight's Writes

The Green Rush is on! Thanks to **Jason Lamoreaux** for coming to the Club this week and sharing all of the new terms we need to know about the Marijuana... sorry, Cannabis Industry.

By the time you read this the Rotarian of the Year will have been selected and will be announced at the Demotion Party on Saturday, June 24 at the home of **Jon and Linda Hove**. This is a casual event starting at 4pm, and is a perfect time to invite prospective members, so they can see Rotarians in their natural habitat.

If you are attending District Conference, please take time to visit the Hall of Friendship, where **Brad Letner** will have a display promoting our Read B4K Program. Our volunteer **Colleen Calderon** will be at the display and Rotarians are asked to stop by and assist during the weekend breaks. We are having this display in the hopes that other Clubs in the District will follow suit with this program. Please stop by and show your support and learn about the program if you are unfamiliar with it.



Our canned food drive is going strong and we will be making our first donation of goods to the St. Joan of Arc Food Bank. We don't want to stop there, so please remember to drop canned goods off to **Don Lager** at Midway or to our meeting where 2 cans = 1 raffle ticket!

Mark your calendars for Thursday June 8th, as we will be having another Fireside Chat from 5-7pm. The location will be announced shortly, so stay tuned for more information.

Finally, my thought of the week is "Common sense is a flower that doesn't grow in everyone's garden."

- Thomas Paine

Rotary
Club of Victorville, CA



Lucky Blue Dice



Don Lager won the chance to draw for big money but only drew a white dice so we will continue next week.

Don Lager donated his \$5 winning to the Polio Pig.

We continue next week with 12 dice and \$250 up for grabs for one lucky Rotarian!

Raffle Prizes

This week **Dwight Johnson** gave away two passes to the San Bernardino County Fair that will be enjoyed by **Robin Cackler** and guest **Jim Doltar**. Robin also went home with, along with Dwight, a basket of goodies from **Marie Langley** at Desert Valley Hospital. **Dwight Johnson** was not done winning yet, as he also won a tumbler from **Pastor Paul Earle** at Life Church. The final prize of the day was **Don Lager's** \$25 Midway gift card that will be used by **Jim Mettler**.

The Polio Pig

Collected this week: \$21.00

Polio Pig: \$16.00 + Dice (Don Lager): \$5.00 = \$21.00

Collected to Date: \$14,208.55

Total equals: 89,463 Doses!

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



Rotary Guests

This week **Al Castellucci** invited **Ernie Avina**, manager of WinCo Foods and **Jim Doltar**, CBS Radio executive, who attended as a guest of **Don Lager**.

Robin Cackler came with Pastor **Paul Earle** and **Kevin Kane** had **Shea Johnson** and **James Quigg** from the Daily Press in the room to cover the presentation.

Spoon of Exemption

Major Van Young used his time with the Spoon to promote the Salvation Army's Summer Day Camp. As you know they are not located in the best neighborhood, a place where education is not valued. Van believes that education is the key that will break the cycle of violence and poverty. The summer day camp is also a great way to keep our youth occupied, and out of gangs.



The Camp begins on June 12th and runs from 9am - 4pm Monday through Friday. If you'd like to volunteer and support, please contact Van.

GOLD COIN RAFFLE TICKET



Victorville Rotary Foundation
A 501-C3 Corp

Price \$25.00
Community & International Project
Drawing to be held June 24, 2017
at the Demotion Party



Sponsored by the
Victorville Rotary
Club

1 oz Proof Gold American Eagle
(w/Box & COA)

Help us raise funds for our Service Projects!

Tickets \$25 each or 5 for \$100.

Only 300 available!

Each member has been mailed 5 tickets to buy or sell if you have not already bought.

You must return any unsold ones by June 20 or be billed for them.

See Ben Tafoya or Margaret Cooker for tickets!

Returning Rotarian



After a four and a half month absence, Rosanne Weathers became a Rotarian once again with our Club. Stew Anderson conducted the induction, as she was joined by her sponsors Steve Orr and Brad Letner.

During her four and a half months away Rosanne said the Rotary Club is what she missed the most.

Fine Session

Ryan McEachron was our Finemaster this week and began by asking **Steve Orr**, following **Jason Lamoreaux's** presentation, if Heritage would start dispensing cannabis prescriptions. The "No" answer earned Steve a \$25 fine.

Captain Jon Schuler was next on the hook for \$10, for agreeing to do the "Coffee with a Cop" program, and **Bob Basen** was also hit with a \$10 fine, just for the RYLA experience of Ryan spending 6 hours of building Legos! **Jon Hove** also received a \$10 penalty for whispering during the meeting.

It appears, according to a recent news item, that the Daily Press still thinks Ryan is still in politics, and because **John Kroencke** agreed with the author of the piece, he got hit with a \$10 penalty. Finally, when asked how things were going at Desert Valley Hospital, **Marie Langley** shared their recent acquisition of 2 doctors and 2 nurse practitioners. At \$10 each, Marie received the biggest fine of the day in the amount of \$40!



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	Club Directors

Members-at-Large:

Steve Orr • Mark Taylor • Dan Dever • Rob Kilpatrick • Jon Hove

Positions & Committee Chairs

BOD Secretary	Marilyn Buttlerwerth
Billing Officer	TBD
Sergeant At Arms.....	Gary Adams
Song Master	Al Castellucci
Programs	Mike Page
Wine, Jazz & More	Marie Langley
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

- June 8: Fireside**
5:00pm - 7:00pm
Location TBA
- June 10: International Conference
thru 14** Atlanta, GA
- June 24: Demotion Party**
5:00pm • The home of Jon and Linda Hove
18970 Appaloosa Rd., AV 92308

Future Rotary Programs

- May 23:** Parker G. Emerson, Shelterbox
Ambassador **Topic: "Shelter Box USA"**
(Johnson)
- May 30:** Dino Bozonelos, Ph.D Professor,
Department of Political Science, Victor
Valley College (Wagner)
S.T.A.R. Students Make-ups
- June 6:** Sheryl L Thomas-Perkins, Senior
Government Affairs Representative, Los
Angeles World Airports **TOPIC: "LAX
Modernization Project"** (Ackerman)

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