

The Joshua Tree

July 7, 2020

Fear Mongering is NOT Why We Are Here...

Life was already different at the Daily Press. Heading into 2020 the paper was already dealing with a minimal staff. The crew was down to 2 reporters plus 1 sports reporter and Editor **Matt Cabe** was wondering how they would be able to cover another large scale fire. As we know, they didn't get another big fire, they got the Coronavirus pandemic, which was much bigger!

Besides covering local stories, the paper also has the opportunity to grab stories from the Associated Press and USA Today, and within a week of COVID-19 hitting US shores, all stories were based around the virus!

As mentioned above, previous to all of this, the Blue Cut Fire was the biggest challenge the paper had faced, with reporters all over the Victor Valley and some of them trapped in fire areas. Once COVID-19 became a reality in San Bernardino County, the three reporters, plus some freelancers, worked in tandem and Matt is very proud to report that they handled the challenge with flying colors!



One challenge the Daily Press faced was about how to handle the story. While some of their competitors in the High Desert, use terms such as “Amid Fears” and “BREAKING NEWS” in their headlines, Matt chose that they would not over sensationalize the pandemic. They chose early on that fear mongering would not be the way they would handle this story.

Being in the newspaper industry allows Matt to see COVID-19 from many different perspectives. He has spoken and heard from people in the community who truly fear the virus, who don't care about it, feel it's a conspiracy and the list goes on. He gets emails from people claiming the paper is inciting panic, upset when case numbers are not reported, and those who don't want to hear about it anymore. With all the information and data out there, it is easy to become desensitized to it all, but Matt was quick to point out that these are not just numbers,

that each new case or death due to the Coronavirus affects others. Families are grieving, businesses are being affected; COVID-19 is more than just a number. Matt was very impressed that the L.A. Times a few weeks ago used their front page to list the names of all in their area who had passed away due to COVID-19. We have lower numbers in our County, but still with 23 deaths reported, you never want to see that as just a number and grow numb to human life.

Matt concluded his presentation by admitting that at first he thought Coronavirus was no big deal, but now it means a lot to him, to see how much people in the community are emotionally affected by it. Follow your local news by subscribing to the paper or visiting vvdailypress.com.

This Week's Functionaries

- Invocation:** Chris Ackerman
- Flag Salute:** Margaret Cooker
- 4-Way Test:** Mike Page
- Finemaster:** Ryan McEachron

ORR'S ROARS



Hello Rotarians! Wow! This year is really changing Rotary up! This week we had our first outdoor meeting and a big thanks go to the staff at El Pescador for arranging for us to meet in the shaded area of the patio and

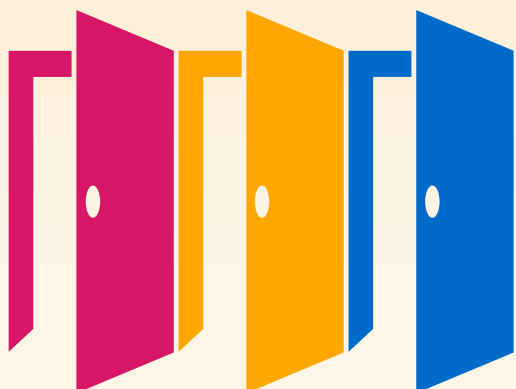
serving a great lunch. Also thank to Matt Cabe of the Daily Press for speaking to the group about life at the paper during the pandemic.



We have Movie Night at the Hove's coming up on July 25th. In addition to film, fun and fellowship it will also be a fundraiser, taking the place of our annual Fall fundraising event (formally Wine, Jazz and More). We are looking for large raffle prizes for the event to raise much needed funds for the Club. One of these prizes will be a "Wagon of Booze" provided by President Steve Orr. Please bring something to donate to the Wagon! Also, please take this opportunity to invite friends and potential members, so they can see first hand why this Club is so special.

Barring any changes from the State or County, we will meeting outside again next week and Mike Page is looking for speakers for the July 28 meeting and beyond. Please see Mike for a presentation idea.

Steve



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Meet the New District Governor



Please meet our 2020-2021 District Governor **Greg Jones** from the Rotary Club of Pasadena!

Greg grew up in Southern Illinois and met his wife, Brenda, in high school. Both graduated from the University of Illinois with Greg earning a BS in accountancy and Brenda a BS in elementary education. They moved to Southern California in 1985 and to Pasadena in 1991.

Greg was a partner in a national accounting firm for 29 years. Along the way he earned an MS in taxation and an MS in financial planning. In 2010 he started his own CPA and Wealth Management practices in Pasadena. Greg is a CPA, CFP, CLU (Certified Life Underwriter), PFS (Personal Financial Specialist) and ChFC (Charter Financial Consultant). Brenda is a librarian at Glendale Community College where she just finished her 26th year; she has an MS in library science and an MA in theology.

Greg joined the Rotary Club of Pasadena Sunrise in 1997. He has served as club president twice and has held almost all club officer positions over the past 20 years. The club changed to evening meetings several years ago and is now the Rotary Club of Pasadena After Hours. Greg began his District 5300 service on the PRLS committee in 2005 and was chair of that committee in 2006-07. He served as an assistant governor for two years. He was the District Foundation Committee chair for 4 years and has served on several District Foundation subcommittees. He has been awarded the District Foundation Service award two times. He participated in the Corazon Superbuild project, traveled to India twice to participate in NIDs, to Mexico as part of a Wheelchair Foundation wheelchair distribution and to Liberia and Peru on Rotaplast missions. Greg is currently serving in his third year as district treasurer.

Greg is dedicated to the ideal of Service Above Self. He sees service as a means to make connections to others in our communities and around the world. He views the eradication of polio as an important milestone in the history of humanity and the advancement of world understanding as an important mission for Rotarians. Greg looks forward to serving District 5300 as its district governor for 2020-21.

Rotary Opens Opportunities

Big Blue Dice



Brad Poiriez won the chance to grab the big money, but he drew White once again and saved the Blue Dice for another Rotarian next week.

We will continue next week with 8 dice and \$350 for the Rotarian who can pick the Blue Dice out of the bag.

Raffle

A pair of Victor Valley Transit hand sanitizer bottles from **Kevin Kane** will be used by **Ryan McEachron** and **Dwight Johnson**, and a Heritage fitness band from **Steve Orr** went home with **Bill Edwards**.



The Polio Pig

Collected this week: \$13.00

Polio Pig: \$8.00 + Dice (Brad Poiriez): \$5.00= \$13.00

Collected to Date: \$17,276.48

Total equals: 95,664 Doses!

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

Rotary Guests

This week we welcomed **Debbie Benton** from El Dorado Broadcasters, who attended as a guest of **Dwight Johnson**, and MT Engineer **Matt Truchinski**. We were once again joined by **Jessica Perez** from the MRGroup and retired nurse **Ernestina Escarento**.



Proposed Member

If you protest the admission of this member please respond in writing by 5 p.m. July 20th to President Steve Orr.

Ernestina "Tina" Escarento

Retired Nurse and Teacher working to support children affected by AIDS

Independent

Classification: Services: HIV support

Sponsor: Arsalee Morales

Fine Session

Ryan McEachron was our Finemaster and began his session by fining the returning **Terry Caldwell** \$20 for his absence these last few months, and **Bill Scott** received the same for talking during the fine session. Bill tried to fight the fine by claiming he was hustling a potential new member, but the fee stuck.



Finally, if you were part of our earlier Rotary ZOOM meetings you will remember **Dwight Johnson** telling Ryan he would get him a Denver Broncos Face Mask, but since it has still failed to materialized, a fine of \$20 has levied to Dwight.

Rotary Club of Victorville, CA



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If you are not receiving your newsletter, please contact Editor Chris Ackerman at
chris@signifydesigns.com or 760-559-1686 to be added to the e-mail or mailing list.

VICTORVILLE ROTARY CLUB OFFICERS

Board of Directors

President 2019-2020	Steve Orr
Immediate Past President	Margaret Cooker
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Executive Secretary	Margaret Cooker
Publicity/Public Relations	Kevin Kane
Club Service	Bill Edwards
Community Service	Paul Earle
International Service.....	Ben Tafoya
Youth Service/Ryla & TLC	Arsalee Morales
Vocational Service	Dr. Bowtie Brian
Grants/Speech Contests	TBA
Scholarships.....	Please Volunteer
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.....	Bill Edwards
Flowers and Gifts	KayMarie Gregory
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 San Bernardino Crossroads, Hilton, noon, Barstow, Rositas, 540 Main St, 12:00 p.m.
THURSDAY:	Apple Valley, ZOOM Meetings, 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
FRIDAY:	San Bernardino North, Elks Lodge, 12:05 p.m.

Calendar Dates

July 13: Board of Directors Meeting

5:30 pm Meeting
DCB Board Room, 2nd Floor
Hesperia and Silica Roads

July 25: Movie Night and Fundraiser at the Hove's

5:30pm. Home of Jon and Linda Hove
Movie: Notting Hill (1999)
Please Bring Side Dish or Dessert plus Lawn
Chairs AND Blanket

Rotary Club of Victorville, CA



Upcoming Programs

July 14: Jason Lamoreaux, Coldwell Banker
Commercial Real Estate **Topic: 2020
Real Estate Forecast (Revisited)
COVID-19** (Page)

July 21: Ryan McEachron, CEO, ISU ARMAC Insurance
**Topic: COVID-19 and the Insurance
Industry** (Page)

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