



# The Joshua Tree



The Weekly Publication of the Rotary Club of Victorville

July 17, 2012

## BUSINESS IDENTITY THEFT PROTECTION... BE PREPARED

David North of DCB and Teresa DeAtley of Citizen's Business Bank presented information this week about security in banking, with David stating that "I.D. Theft is the fastest growing crime in America. Anywhere from nine to eleven million people are victimized each year, costing consumers about \$5 billion dollars, and costing banks and corporations about \$56 billion dollars!" It can cost an average of \$1,173 to clean up an identity breach, taking up to 175 hours!

These two banking professionals demonstrated the obligations we have as business owners or managers to protect our customers. A video from Citizen's Business Bank web site showed the various ways a business owner can protect themselves, their employees, and their business. The content of the video was provided by the U.S. Federal Trade Commission, and showed what information thieves are looking for, and how they gain access to it. Social Security numbers, credit card numbers, and other sensitive data should be kept protected as much as possible, and a plan should be in place to prevent a security breach.

David and Teresa handed out two great handouts. A brochure from EastWest Bank details how to "Protect Yourself From Fraud", and another entitled, "Five Key Points to a Sound Data Security Plan": **(1) Take Stock:** Know what personal information you have in your files and on your computers. **(2) Scale Down:** Keep only what you need for business purposes. **(3) Lock It:** Protect the information that you keep. **(4) Pitch It:** Properly dispose of what you no longer need. **(5) Plan Ahead:** Create a plan for responding to security incidents.

Thank you, David and Teresa, for this important presentation. For information on what to do if your identity is compromised, go to: <http://www.ftc.gov> (look for I..D. Theft).



## THIS WEEK'S GUESTS



Welcome today to Darrell Dannelley of AT&T and Graham Leach of Journal Communications, guests of Sandra Luna; Sylvan Young (published) of

The Salvation Army, and Jacquie Lukacsffi, guest of Jon Edson.

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



- Invocation:** Marie Langley
- Flag Salute:** Todd Sturges
- 4-Way Test:** Dwight Johnson
- Song:** Al Castellucci

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



## Russ' Rap

**President Russ** opened the meeting with **Dwight Johnson's** reminder to bring canned goods for the needy. Let's make this another successful year for this project!

**Steve Murray** now has tickets for Wine, Jazz, & More. **Charles Gehrke** has already taken 50 tickets, so we're well on our way! This year there is a place on the ticket to designate which Club project you would like the money to go to; otherwise the money goes to the Foundation.

**Mike Page** announced that the upcoming meeting (next Monday night) for Past Presidents has been cancelled. The new date will be announced when it is determined.

**Mike** encourages everyone to attend next week's meeting, as "The River of Gold" is a fascinating subject about this mysterious local legend.

**Russ' Rotary Tidbit:** "Where was the first International Convention held outside of N.A., and when? **Mark Taylor** had the Edinburgh, Scotland answer but missed the year by just a few. It was 1921.



### LUCKY ORANGE MARBLE

**Margaret Cooker** took home \$5 this week!

Next week = 10 / \$300.00

#### PROPOSED MEMBER

*Approved for publication at a regular BOD meeting*

**Evelyn Glasper**

Victor Union High School District

Position: Trustee

Sponsor: Charles Gehrke

Classification: Education: High School Administration

*Note: If you protest the admission of this member to the Adelanto Satellite Club, please notify President Russ Stringham in writing by July 17, 2012.*

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

**Collected this week: \$14.56**

**Collected to Date: \$8,789.57**

**Total equals: 78,634 Doses!**

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

## FINE AND RAFFLE SESSION:



**Mark Taylor** was back to hone his Finemaster skills. He began with a \$10 fine to **Mike Page** for touting next week's program, then moved on to Rotarians in the newspaper: \$20 to **Mehdi Moestedi** and \$30 to **Ron**

**Wilson.** **Mark Layton** used the I.D. theft topic to shamelessly advertise Apple Valley Transfer & Storage's mobile shredding truck, which earned him a \$20 fine. . (To shred your sensitive documents, Go to: [shredyourdocs.com](http://shredyourdocs.com).)



Congratulations to **Ron Boyd**, who received his official Blue Badge, paying the \$10 accompanying fine.

Raffle prizes this week: Organic Apricots from **Charles' tree** went to **Jacquie Lukacsffi** and **Mark Layton**; "Outstanding" Candies made by **Diane (Stew) Anderson** went to **Marilyn Buttelerwerth** and **Jacquie Lukacsffi**; the **Midway Home Solutions \$25 Gift Card** went to **Gary Adams**, and **Luis Frisby** took home the beautiful **Apple Valley Transfer & Storage Gift Basket**. **Margaret Cooker** tried her hand in the Marble Bag, and came up with a measly \$5!

#### PROPOSED MEMBER

*Approved for publication at a special Board Meeting July 9th*

**Sylvan ("Van") J. Young**

The Salvation Army

Position: Captain

Sponsor: Gary Dobney

Classification: Services: Salvation Army

Former Bozeman, MT and Mid-San Fernando Valley member

*Note: If you protest the admission of this member, please notify President Russ Stringham in writing by July 17, 2012.*



## VITO BELLO

We missed you this week, Vito! Check him out on the Mall of Victor Valley's great video! It's on *You Tube*, and entitled, "Behind the Barricade, June, 2012". Put this into your Browser:

[www.youtube.com/watch?v=rWduR-9uEkQ](http://www.youtube.com/watch?v=rWduR-9uEkQ)



Platinum Members:

President's Circle



Dr. A.L. Hough-Everage  
Professor of Education  
Victorville Campus

12421 Hesperia Road, Suite C-6  
Victorville, CA 92395  
hough@brandman.edu  
Phone: 760-955-7555  
Fax: 760-955-7444  
www.brandman.edu



Steve Flannery  
Owner

16430 Beaver Rd.,  
Adelanto, CA 92301

phone 800.456.3400 ext. 353  
fax 800.284.5600  
evet@flannerycompany.com  
evet@myschoolbookstore.com

ORO GRANDE  
SCHOOL DISTRICT



Joseph B. Andreasen  
Superintendent

Cell: 760-963-9568  
Ph: 760-243-5884 x148  
Fax: 760-859-3009  
Email: joseph\_andreasen@orogrande.org

PO Box 386  
19175 Third Street  
Oro Grande, CA 92368  
www.orogrande.net

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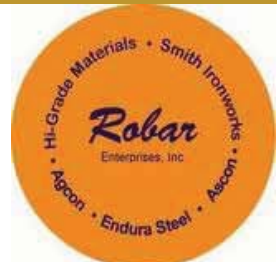
Join the Rotary Club of Victorville's President's Circle with your monthly pledge to support Club projects:

Platinum: \$ 100

Gold: \$ 50

Bronze: \$ 25

Gold Members:



Caroll Yule  
760-964-9585



Bronze Members:

Meirs & Meirs (Donna Wells) - Sterling Commons (Ron Wilson)

## VICTORVILLE ROTARY CLUB OFFICERS

President .....	Russ Stringham
Treasurer .....	David North
Executive Secretary .....	Margaret Cooker
Club Service .....	Steve Murray
Community Service .....	Dwight Johnson
New Generations .....	Rob Kilpatrick
Vocational .....	Joe Andreasen
International .....	Ben Tafoya
Foundation .....	Margaret Cooker
Recording Secretary .....	Marilyn Buttlerwerth
Sergeant At Arms.....	Gary Adams

### Members-at-Large:

Dan Dever • Bob Basen • Robert Lovingood • Vito Bello

Past President (2011-12) .....	Charles Gehrke
Incoming President (2013-14) .....	Dr. Hough Everage
President-Elect (2014-15) .....	Steve Murray
President-Elect-Elect (2015-16) ...	<b>Put your name in for interviews</b>

### Current Chair Persons:

Membership .....	Dr. Hough Everage
SongMaster .....	Al Castellucci
Scholarships .....	Ginger Ontiveros
Publicity/Public Relations .....	Dwight Johnson
Cards and Calls .....	Gaylynn Stringham
Programs .....	Mike Page
Club Activities .....	Dan Dever
Newsletter .....	Mary Teran

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 Hesperia, 7:00 a.m., Dennies, 14165 Main St.
<b>WEDNESDAY:</b>	Adelanto Club (3rd and 4th Wed.), 7 a.m., R&S Beverage Co., 17500 Adelanto Rd., Adelanto. 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. - Los Domingo's Rest., 6:00 p.m. 17790- Hwy. #18, Apple Valley
<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 Victor Valley Sunrise, Coco's, Victorville, 7 a.m.
<b>FRIDAY:</b>	San Bernardino North, Elks Lodge, 12:05 p.m.



## Important Dates

# Mark your Calendar!

- July 31:** GSE Team member applications due - 5:00 pm
- Aug. 11:** Immunization Clinic, Barstow, 8-1 pm
- Aug 16:** High Desert Potluck Fireside Rotary Garden, Apple Valley with D.G. Sylvia Whitlock - 5:30 pm
- Aug. 18:** Immunization Clinic, Victor Valley Christian School, 8:30 - 1 pm
- Sept. 8:** Wine, Jazz, & More - Spring Valley Lake Community Center
- Sept. 15-16:** Rotary River Trip  
Rotary Fellowship on the Colorado River

**IF YOU ARE NOT RECEIVING YOUR JOSHUA TREE VIA EMAIL, PLEASE CONTACT MARY TERAN TO GET ADDED TO THE EMAIL DISTRIBUTION LIST.**

## UPCOMING ROTARY PROGRAMS

- July 24:** Ana Garcia, Senior Hydrogeologist, Mojave Water Agency – Topic: River of Gold (Page)
- July 31:** District Governor Official Visit (Stringham)
- Aug. 7:** Rory Shannon, Branch Manager, Wells Fargo Home Mortgage - Topic: Residential Lending (Yule)

*Newsletter Printing Courtesy of*



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P.O. Box 734 • Victorville, CA 92393 • [www.victorvillerotary.org](http://www.victorvillerotary.org)

Mary Teran, Editor (760) 861-8520 • [maryteran1@gmail.com](mailto:maryteran1@gmail.com)