



The Joshua Tree



July 18, 2017

Beck Oil: 50 Years of Success

This week, Rotarians were expecting to hear from member **Corey Beck**, but instead, Corey announced that there would be no one better to speak about the 50th Anniversary of the company than his father and owner of Beck Oil, **Glenn Beck**.

Beck Oil, Inc. was started in 1967 in Victorville by Glenn and Buzz Beck with only two drivers. In 1973 a new office and warehouse was built on Turner Road in Victorville and only Shell products were sold at that time. In 1974, Carson Oil in Inyokern was purchased, followed by Mitchell Oil in Trona, CA in the 1980's. By 1983, Beck Oil, Inc owned and operated five service stations with convenient stores inside four of them. From there they purchased Victorville Oil, and most recently in January 2008, bought Lee Escher Oil Company in Coachella.

At the present time, they have 65 employees and

average 100 million in sales each year. There are four main components of what Beck oil does.

The largest aspect of their business is branding. If someone wants to open a service station, Beck Oil will sign them to a 10 year contract and brand them as a Shell, Union 76, Sinclair or BP Station. Although they deliver gas to different competitors, the gas is close, but not the same. Each company adds in their own additives to make their gas unique.

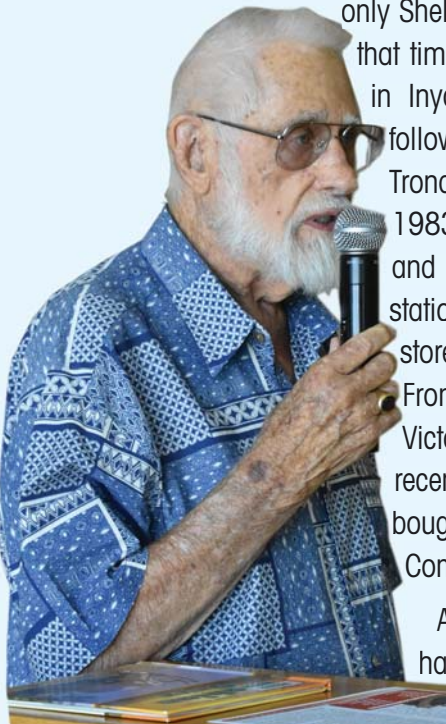
Beck Oil also delivers lubricants and chemicals to different companies. Sadly, this is a dying business according to Glenn, as more synthetic oils are being used nowadays in this industry over classic crude.

They also deliver to smaller dealers who need 200 gallons or less of fuel. Places such as farms and golf courses are just two types of industries that need this exact service.

The fourth aspect to the company is their CardLock (CFN) locations from California to Texas, which allows large fleet companies to have drivers using their cards, unlock pumps from un-manned stations and fuel up with the card recording the gallons used, which is sent in a monthly bill to the company using the service.

Today, Beck Oil operates four commercial CardLock fueling locations along with their brand new Fleet Card office in Apple Valley, which opened in February of this year. In that location they carry several brands of lubricants as well as chemicals, solvents, off road diesel, blends of specialty bio-diesel, racing fuel and all grades of gas.

From 1967 - 2017 Beck Oil has grown into a powerhouse here in the Victor Valley. Congratulations to Glenn, Corey and everyone at Beck Oil for continued success!



This Week's Functionaries

Invocation:	Bill Edwards
Flag Salute:	Brad Letner
4-Way Test:	Van Young
Song:	Al Castellucci
Finemaster:	Mark Taylor

Dwight's Writes



This week, the Club was pleasantly surprised to not hear from our scheduled speaker **Corey Beck**, but instead his dad **Glenn Beck**! It was a great and informative talk on the history of the Beck Oil Company.

Summer is now in full swing and things are definitely heating up with our Club! **Rosanne Weathers**, our Chair for this year's Wine, Jazz and More is asking for all Rotarians to bring raffle prizes, silent auction, and live auction items to the meetings, or give to any one of the WJM committee members. Please go into any place that you shop or eat, and request from them something to donate, to help raise money for our programs in our community.

This week, we will be gathering at the home of **Pam and Kevin Kane** for a Fireside. It is a great time to bring a potential member.

Speaking of that, as hinted last week, **Steve Murray** officially announced that on August 15, our regular weekly luncheon will be an evening meeting at Los Robertos on Hesperia Road. They are closing the restaurant to the public and this is a perfect time to bring your family and potential members. Please sign up with **Margaret Cooker**.

Finally, my thought of the week is "Surround yourself with those who represent who you want to be."

- Gail Lynne Goodwin

ROTARY: MAKING A DIFFERENCE

Lucky Blue Dice



Melanie Lovingood got a chance to get the big money, but drew a white dice instead.

Next week we will continue with 11 dice and \$275 up for grabs for one lucky Rotarian!

Spoon of Exemption

This week **Dwight Johnson** shared another magazine for El Dorado Broadcasters. This week it was the "High Desert Family Magazine".

This issue was used as a marketing tool at the recent Kid's Expo and focuses on summer family activities, recipes and more.

The NFL Issue will be out in August and ad space is now available for anyone that would like to showcase their business in the upcoming magazine.

The Polio Pig

Collected this week: **\$9.00**

Collected to Date: **\$14,319.21**

Total equals: **89,685 Doses!**

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



Raffle Prizes

Rob Kilpatrick was our big winner this week taking home the \$25 Midway gift card from **Don Lager**, a tumbler from **David North** at Alaska USA, and a water bottle from **Bill Edwards** at Victor Valley Rescue Mission. Water bottles will also be used by **Marie Langley**, **Dwight Johnson** and **Jim Murray**. **Gary Adams** took away a water bottle too, but his came with an American Flag bag as well.

Jim Murray won a "Box-o-Socks" from **Kevin Kane**, and **Jim Cox** went away with a bottle of Merlot wine. Finally, before winning a chance for the blue dice, **Melanie Lovingood** won a kettle corn basket from **Marie Langley** at Desert Valley Hospital.

Fine Session

Mark Taylor was our Fine Master this week, and began by fining **Rosanne Weathers** \$5 for claiming that "People will Donate", is the new Club Motto when she was speaking about Wine Jazz, and More 2017. Rosanne claims she said no such thing...

Then Mark chose to make the rest of the fine session a table competition! If the table got their question wrong, all members at that table were issued a \$5 fine. **Steve Orr's** table did not know the appointment term of the Secretary General of the UN (5 years), **Terry Caldwell's** table failed to answer correctly their question about Oxen, **Rob Kilpatrick's** table failed in known how many milliliters were in one cubic centimeter (one) and **Jon Schuler's** table did not know that the Tomb of the Unknown Soldier is located at Arlington Cemetery, the Arc of Triumph and Westminster Abby.

Tables that got their answers correct and were spared a fine was **Dr. Ron William's** table who knew that the Latin word for being elsewhere was "alibi" and **Chris Ackerman's** table knew that in 1845, potatoes was the crop failure that caused a famine in Ireland.

Rotarian of the Month



This week, President Dwight Johnson recognized **Chris Ackerman** as Rotarian of the Month for doing a lot of work behind the scenes, with the Joshua Tree newsletter, special programs and more.

Rotary Guests

Our guests this week were proposed member **Robert Barton**, who attended with sponsor **Dwight Johnson** and **Melanie Lovingood** who attended with her husband **Robert Lovingood**. Our stand-in this week was **Robin Cackler** for **Pastor Paul Earle**.

Congratulations



Congratulations to **Don Lager** who received his Rotarian of the Year plaque as this week's meeting.

Rotary

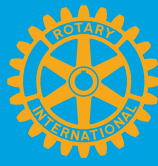


Club of Victorville, CA

Rotary
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www.victorvillerotary.org



VICTORVILLE ROTARY CLUB OFFICERS

Board of Directors

President 2016-2018	Dwight Johnson
Immediate Past President	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
International Service.....	Ben Tafoya
Youth Service/Scholarships	Van Young
Vocational Service	TBD

Members-at-Large:

Steve Orr • Mark Taylor • Dan Dever • Rob Kilpatrick • Jon Hove
Marie Langley • Steve Murray • Russ Stringham

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	Rosanne Weathers
R.Y.L.A./TLC/Public Safety Awards	Teressa Coomes
Dan Stover Music Contest.....	TBD
George Hensel Ethics Essay Contest	Ron Boyd
Four Way Speech Contest	TBD
S.T.A.R. Students	Margaret Cooker
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

July 24: Past Presidents' Meeting
5:30 pm • El Pescador Restaurant

Aug 15: Evening Rotary Meeting
5:00 pm - 8:00pm
Los Robertos Restaurant
12670 Hesperia Road, Victorville
There is NO Lunch meeting that day

Sept. 30: Wine Jazz and More
5:00 pm Wine Tasting • 6:00pm Dinner
Spring Valley Lake Community Center
12975 Rolling Ridge, Victorville
\$45 per person • \$75 per couple

Future Rotary Programs

July 25: Steve Hunt, Editor, Daily Press **TOPIC:**
"Reviewing Voter Trends in the High Desert" (Page)

August 8: Caroll Yule, Owner / Broker Shear Real Estate
TOPIC: "Residential Real Estate"
(Page)

Proposed Member

If you protest the admission of this member please respond in writing by 5 p.m. July 31 to President Dwight Johnson.

Robert Barton

Position: General Manager

Company: Kindred Hospice

Classification: Administration: Hospice

Sponsor: Dwight Johnson

Former Member of Pomona Rotary

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