



# The Joshua Tree



Reach Within to Embrace Humanity

The Weekly Publication of the Rotary Club of Victorville

July 26, 2011

## "How I Started My Business" by Chet Hitt, Sunset Hills Memorial Park



Chet Hitt, founder of Sunset Hills Memorial Park, visited today to share with the Rotary Club of Victorville his beginnings in the Mortuary business, who he was inspired by, and where it's led him today. His Funeral Homes are in Apple Valley, Victorville, and Hesperia, although he hasn't changed those names to reflect "Sunset Hills".

In 1989, while playing racquetball at Pebble Beach Park, his buddy mentioned he was saddened that he couldn't bury his deceased mother in the high desert. That situation alone gave rise to Chet's dream to open a Funeral Home. He had been working with his brother in the plumbing business, and decided to give it a try. Finally in 1985 he received government approvals to build his Funeral Home. Chet tells us the idea wasn't catching on, and he resorted to knocking on doors in the area to open people's minds to a cemetery in the neighborhood. He was able to win them over, although not until 1995.

Coincidentally, Newton T. Bass had, in 1955, written a letter to the Town of Apple Valley regarding the potential for building a cemetery in Apple Valley. Chet learned of this through a letter he acquired from the purchase of antiques from the Newt Bass basement! Chet had developed a relationship with Roy Rogers and Dale Evans, and this led to the the "Roy and Dale Rogers Garden" at the cemetery. Following Roy's death, Chet was approached by Dale Evans to build a chapel in Roy's honor. He didn't hesitate, although he told us it was seven years of frustration and red tape before he could help her realize that dream. In the words of Dale herself, during that difficult time: "Chet, you'll never enjoy the peaks unless you go through the valleys".

Chet knows we are all in the valley at this point in time, and he stresses to keep positive... there will be peaks. One final word of advice from Chet, as he's learning in his business daily: "If you're not doing business in the Hispanic community over the next ten to fifteen years, you could be out of business". Thanks, Chet, for taking time for Rotary! Visit the Sunset Hills web site: <http://www.sunsethills.com>

## THIS WEEK'S GUESTS



We welcomed Catherine Abbott of Apple Valley Rotary Club and Sunset Hills Children's Foundation; Victorville City Manager and potential member Doug Robertson, guest of Jim Cox, and Man-

ny Manahan from ServPro. Terry Caldwell's guests were Buck Johns from Inland Energy, Inc. and Jim Hanklin of Psomas, Long Beach Rotarian. Also with us were Garner Morris of Brad Mizelfelt's office, Pazely Hall, and Jeff Salkin (for Robert Lovingood). Al Castellucci's guest was Vito Bello, Marketing Manager of the Mall of Victor Valley, Stephanie Rowley (for Marie Langley), and hello to visiting Rotarian from Palmdale, David Maddock.

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



<b>Invocation:</b>	Gary Dobney
<b>Flag Salute:</b>	David Leicht
<b>4-Way Test:</b>	Peggy Pope
<b>Song:</b>	Al Castellucci





Bob Basen shared with us what he does on a daily basis in the Real Estate field as a Contractor/Developer. He specializes in residential income properties. Bob received his R.E. license in 1975, and has done contracting, building, and sales, both commercial and residential. He admits he moved back to the H.D. for it's dirt biking opportunities! We're glad you did, Bob, thanks for sharing.

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### ATTN: Rotary Board Members



August 8th - 5:00 Fellowship / 5:30 Call to Order  
Grumpy Golfer (2 Bd. Mtgs. = 2 make-up meetings!)



Teresa has a 'Little Piggy' that needs a home and a fill up of change to benefit Polio. Any takers? Your office could help fill it up!



### Lucky White Marble

Dwight Johnson tried this week... alas, he took home only \$5.00!!

Next week: 11 marbles and a pot worth... **\$250**



Carroll had a clever poem for us this week for "National All or Nothing Day". Nice, Carroll!



### CAROLL YULE

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### August Member Birthdays

Kay Marie Gregory	Aug. 2
Don Lager	Aug. 11
Phyllis Fox	Aug. 14
Joe Andreasen	Aug. 19
Ben Tafoya	Aug. 23
Jennifer Starbuck	Aug. 24
Manjita Patel	Aug. 24
Steve Flannery	Aug. 25
Margee Powers	Aug. 25
Craig Garrick	Aug. 27
Sam Gibbs	Aug. 27
Mark Sawyer	Aug. 28
Dee DeBruhl	Aug. 30
Ruth Ensworth	Aug. 31
Ron Hughes	Aug. 31

### August Partner Birthdays

Martin (Gina) Pické	Aug. 6
John (Ginger) Ontiveros	Aug. 15
Lesley (Jim) Murray	Aug. 16
Jeanette (Mike) Hayhurst	Aug. 19
Patricia (Terry) Caldwell	Aug. 21
Jan (Ben) Tafoya	Aug. 25

### Wedding Anniversaries

Mehdi & Shandiz Mostaedi	Aug. 5
Gary & Yvette Marie Dobney	Aug. 14
David & Carrie North	Aug. 20
Mark & Donna Taylor	Aug. 20
John & La Vaun Hulterstrom	Aug. 24
John & Jo Ann Kroencke	Aug. 25
Sam & Debra Gibbs	Aug. 27

### Club Anniversaries

Mattie Brown	Aug. 1
Dan Dever	Aug. 1
Matt Drake	Aug. 1
Ruth Ensworth	Aug. 1
Phyllis Fox	Aug. 1
Gene Gregory	Aug. 1
Manjita Patel	Aug. 1
Shirley Williams	Aug. 1
Jesse Tafoya	Aug. 2
Mehdi Moestaedi	Aug. 4
Margaret Peterson	Aug. 7
Gene Gibbs	Aug. 8
Paul Stanton	Aug. 14
Ken Chambers	Aug. 16
Luis Frisby	Aug. 16



## It's Back to Teresa!

**Teresa** filled in during **Charles'** absence, and did so as if she'd been doing it all year!

**Hough's** announcements were a reminder for all members to plan to have lunch Friday, August 29th at the Panda Express in the Mall of Victor Valley. 20% of the proceeds go to our Victorville Rotary Foundation, so make copies of the flier (on the web site) and invite all of your friends and business mates to attend. You need to bring the flier with you in order for the 20% to apply to the Foundation. This money goes toward our annual programs such as Teacher Mini Grants, Polio, etc... all of our Foundation activities.

Also, remember to mark your calendars, and begin collecting Auction items. October 15th is the Club's annual Wine, Jazz & More event. It will be held again this year at the Spring Valley Lake Community Center.

Wine, Jazz & More Committee Meeting will be held at Printmart on August 2nd at 5:00 p.m. All are welcome to attend!

**Paul Russ** presented the new banner for this year's Rotary International President Kalyan Banerjee with the theme, "Reach Within to Embrace Humanity".



## SPOON OF Exemption

For the month of August, **Paul Russ** beat out Mark Sawyer, Gayle Walker, and Margaret Peterson!

## FINE / RAFFLE SESSION:

**Mark Taylor** served as Finemaster / Auctioneer this week, and **Paul Russ** is the Spoonholder for August. Congratulations, **Paul!** Nice to see **Ron Hughes**, but his Rotary "Ring"... no "Pin"... netted him a \$10 fine. **Luis Frisby** was let off the hook because business is slow, and **Kimberly Ramirez** was teased because of her



win last week, but no fine there, either. **Ron Kabalin's** remark about **Mark's** shirt cost him \$10, and **David North's** "planking" explanation was worth \$25!

On to raffling: **Gayle Walker's** Blue Diamond Almonds went to **Jim Murray** (won two!) and **Hough's** Brandman Mousepad went to **Gary Adams** (who was then fined \$5 for winning all the time). **Dan Dever's** Highlighter and Kool Kup were won by guest **Vito Bello**.



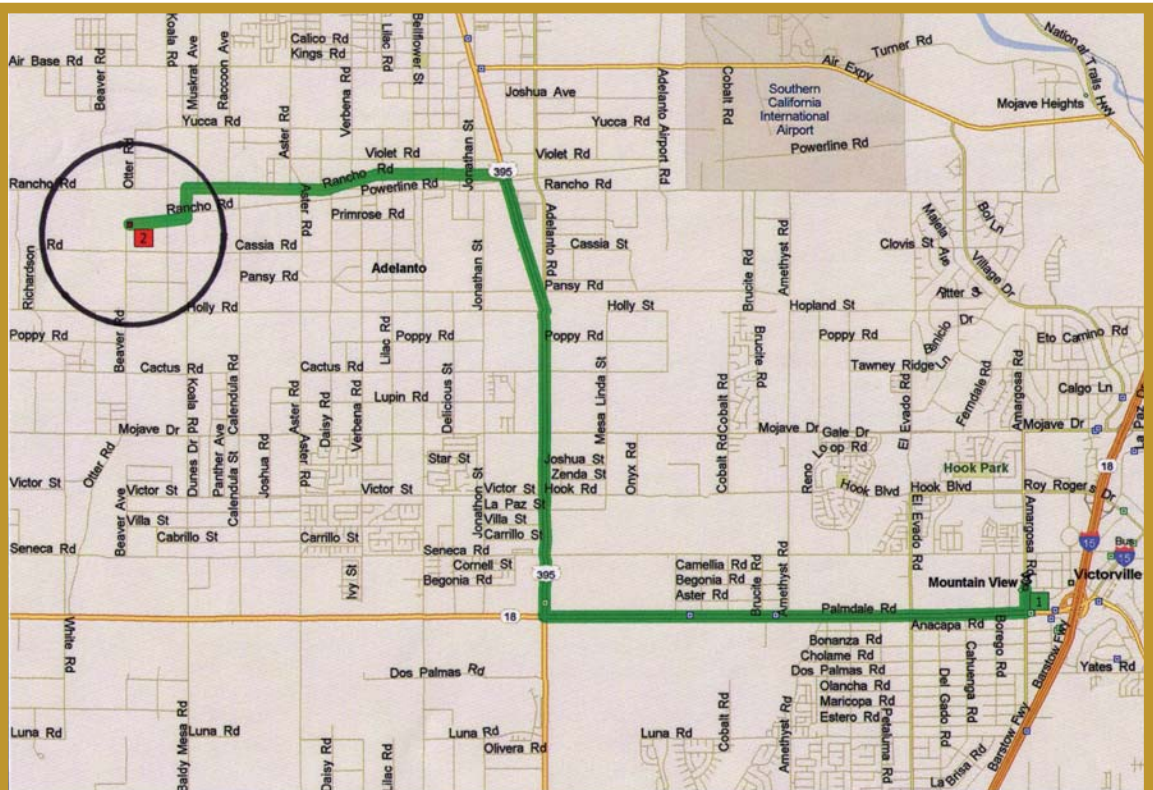
## ATTENTION ROTARY MEMBERS...

### ROTARY MEETING OFFSITE

TUESDAY, AUG. 2  
NOON

Scott Turbon Mixer  
9351 Industrial Way  
Adelanto

(760) 246-3430





## VICTORVILLE ROTARY CLUB OFFICERS

President ..... Charles Gehrke  
 Treasurer ..... David North  
 Executive Secretary ..... Margaret Cooker  
 Club Service ..... Dr. A. L. Hough-Everage  
 Community Service ..... David Leicht  
 Youth Service ..... Rob Kilpatrick  
 Vocational ..... Marie Langley  
 International ..... Ben Tafoya  
 Foundation ..... Margaret Cooker  
 Recording Secretary ..... Marilyn Buttelwerth  
 Sergeant At Arms..... Gary Adams

### Members-at-Large:

Dan Dever • Robert Lovingood • Steve Murray • Ginger Ontiveros

Past President (2010-11) ..... Teresa DeAtley  
 Incoming President (2012-13 ) ..... Russ Stringham  
 President-Elect (2013-14) ..... Dr. A. L. Hough-Everage  
 President Nominee (2014-15) .....

### Current Chair Persons:

New Generations..... Rob Kilpatrick / Bob Basen  
 Membership ..... Russ Stringham  
 SongMaster ..... Al Castellucci  
 Scholarships ..... Ginger Ontiveros  
 Publicity/Public Relations ..... Charles Gehrke  
 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 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  
 Rancho Cucamonga, 12:00 p.m., Etiwanda Gardens  
 High Desert, Domingo's Rest., 6:00 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. - 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!

- July 29** **Panda Express Fundraiser**  
 Mall of Victor Valley. 11:30 am - 9
- Aug. 8** **Board Meeting - 5:00** Grumpy  
 Golfer (Make-up meeting)
- Aug. 20** **High Desert Club's American  
 Heroes Dance -** See District website
- Aug. 20** **"Building Blocks for Building  
 Clubs"** See District 5300 website  
 for details.
- Aug. 20:** **Angels Rotary Night -** See District  
 53 website for details.
- Sept. 15** **FIRESIDE** at Gene Gregory's home.  
 6-8 p.m. Need salads, breads, dips  
 and nibbles and desserts. Map to  
 follow. Sign-up sheet at meetings.
- Sept. 17-18** **River Trip!**
- Oct. 15** **Wine, Jazz & More - Our Club's  
 biggest fundraiser. Need raffle prizes!**

**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

- Aug. 2** **Off-Site, Scott Turbon Mixer, Adelanto**  
 See Map on Page Three (Scott)
- Aug. 9** **Club Assembly - Topic: Avenues of  
 Service** (Gehrke)
- Aug. 16** **Terry Caldwell – History of Victorville  
 Part 3 – GAFB / SCLA** (Page / Porter)

*Newsletter Printing Courtesy of*



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