



ROTARY  
SERVING  
HUMANITY

Rotary  
Club of Victorville, CA 

# THE JOSHUA TREE

JULY 26, 2016

## The Truth Behind Social Media

When it comes to social media, no one is more of an expert than **Sue Moore**. As the owner of Moore Digital Marketing, she works with many different clients, in different industries on how to use social media to get the best impact for connecting with existing customers, and landing new clients.

How big is social media as the new way the world communicates? If Facebook was a country, then it would be the largest nation on the earth! Social media is a form of electronic communication, through which users create Online communities to share information, ideas, personal messages and other content, such as photos and videos.



Sue shared the top reasons why people use social media. Some of these include the ability to stay in touch with friends, current events, a time waster, a place to look up funny and inspirational quotes, share photos and videos, meet new people, general business networking, and share details in our everyday life. The final reason that Sue recommends using social media for is for

trolling. Sue uses the trolling technique to find out everything about someone before she meets them, so when they meet up at a local business social function, she already feels that connection, that will help her land them as a client.

This idea would also work great in vetting out a prospective member to our Rotary Club. When there is an individual, you may think would be a great member the Club, finding out a bit more about them in advance, would help make that personal connection to them, even before they are invited to a meeting.

Since most Rotarians in our Club are business professionals and community leaders, Sue recommends Linked-in. She views it as a Chamber of Commerce for social media. On Linked-in you can set up personal and business profiles, as well as publish articles to become an expert in your field of work.

Facebook is the most popular social media app, and is very inexpensive in the way of advertising upcoming Club events or members' businesses. Twitter is great for keeping up with major news events and getting the word out on local emergencies with the use of hashtags (#).

A hashtag used to be called the pound sign on your phone (#), but now it is used to allow your content to be searchable over the Internet. For example, a lot of people just use hashtags for fun little sayings #NoBetterRotaryClubThanVictorville, some use it to promote an upcoming special event #winejazzmore2016, or even use it to post and search for updates on major events #sandfire.

YouTube can be used to find out how to do anything, Pinterest can help you find out what your spouse wants for Christmas, Instagram is perfect if your company is visual or a retail shop and the list goes on and on into the thousands of social media apps that are out there today.

The world has truly changed the way it communicates, and those not willing to adjust will be left behind. It's time to start thinking on how we can use social media to strengthen our Club for the next generation.

### This Week's Functionaries

Invocation:	Van Young
Flag Salute:	Sam Lucia
4-Way Test:	Dwight Johnson
Song:	Al Castellucci

[WWW.VICTORVILLEROTARY.ORG](http://WWW.VICTORVILLEROTARY.ORG)

# ROTARY SERVING HUMANITY



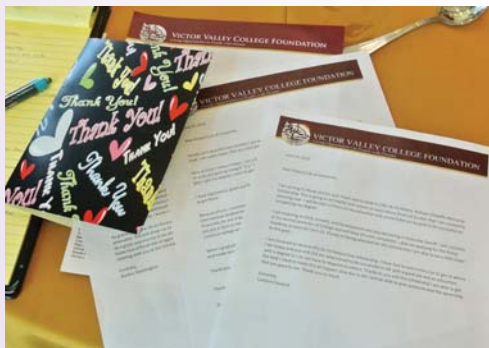
## *Dwight's Writes*

The way the world is communicating is changing rapidly, so I was pleased to have **Sue Moore** as our speaker this week, to share with us the best ways to use social media, and traps to watch out for.

Thank you to everyone who came out for the Movie Night at the home of **Jon and Linda Hove**. It was a great night of fun and fellowship, and plans are in the works for another Movie Night later this year.

The Celebration of Life for **Gene Gibbs** will take place on Wednesday, August 3rd at 11:00am over at Sunset Hills Memorial Park in Apple Valley. There will also be a reception immediately following the service. Please make plans to attend and celebrate the life of Gene.

We were blessed to received a handful of thank you letters from staff and scholarship winners from Victor Valley College this week. It is so nice to know that we are changing lives and making an impact in our local community.



Mark your calendars for September 24th. That is the date for this year's Wine Jazz and More! Committee Chair **Brad Letner** is looking for sign ups for auction items, committee members and donations to make the 2016 Wine Jazz and More our best ever!

I am happy to announce that on Tuesday, October 18 we will have our next off-site meeting over at the Victor Valley Transit Authority in Hesperia with our host **Kevin Kane**. Stay tuned for more information.

Finally, my thought of the week comes from **Catherine Peterson**, "To fear is one thing, to let fear grab you by the tail and swing you around is another thing".

## *The Polio Pig*

**Collected this week: \$134.24**

*Polio Pig: \$5.00 + Dice (Robin Cackler): \$5.00  
+ \$124.24 (Dr. Hough Penny Jar) = \$134.24*

**Collected to Date: \$13,377.72**

**Total equals: 87,9822 Doses!**

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

## *Rotary Guests*

This week, we had a small gathering of guests in attendance. **Dwight Johnson** invited **Dawn Seeley** from the Victor Valley Rescue Mission, **Don Lager** brought his granddaughter and staff member **Kelsey Battee**, and **Dr. Ron Williams** had **Barbara Dew** from the VVUHSD at his table, who has served on their Board for 22 years!

Our Stand-Ins this week were **Violette Roberts** for the incoming **Brad Poiriez** and **Robin Cackler** for **Pastor Paul Earle**.

## *Lucky Blue Dice*



**For two weeks in a row, Robin Cackler got the chance to draw for the big money, but drew white again and her \$5 winning went directly back into the Polio Pig.**

**We continue next week with 9 dice and \$300 up for grabs for one lucky Rotarian who can select the blue dice.**



## *Fine Session*

This week we had a Fine Master we have not had the pleasure of for a long time... **Ryan McEachron**! Ryan's theme this week was "No Good Deed Goes Unpunished" for the fine session.

First on the chopping block were **Margaret Cooker, Tony Cooker, Terry Caldwell, Al Castellucci, and Dwight Johnson**, who were all fined \$10 for signing Ryan's papers for re-election campaign! **Mike Page** was given a fine of \$20 for getting Ryan actively back into the Rotary Club and our great CPAs in the club, **Donna Wells, John Hulterstrom and Jennifer Starbuck** were all given \$20 fines for having the ability to give money back to their clients!

**Brad Letner** was punished \$20 for his daughter getting a great new position in the community, **Bob Basen** has been extremely helping in helping clean up the city, and was levied a \$20 fine for his effort, and **David North** went away with \$20 less in his pocket because he was the first to respond to Ryan in a group email.

Finally **Steve Orr** was given the last fine of the day for having a great commercial for Heritage Victor Valley Medical Group on Y102.

## *Raffle Prizes*

**Robin Cackler** is now considered the female counterpart to **Gary Adams**! Robin took home a bevy of goodies this week including a sleeve of golf balls from **Van Young**, a VVTA USB thumb drive from **Kevin Kane**, and t-shirts from Fox 106.5 and Kat Country 100.7 from **Dwight Johnson**! Dwight also gave shirts from HD96.3 that went to **Jim Murray** and a Y102 shirt that will be used by **Caroll Yule**.

Finally, a Salvation Army coffee mug went home with **Kevin Kane**, and Kevin gave away a VVTA t-shirt and tote bag that was won by **Terry Caldwell**.

## *August Birthdays*

<b>Brad Letner</b>	<b>August 1</b>
<b>Rosanne Weathers</b>	<b>August 5</b>
<b>Don Lager</b>	<b>August 11</b>
<b>Phyllis Fox</b>	<b>August 14</b>
<b>Mark McKay</b>	<b>August 21</b>
<b>Ben Tafoya</b>	<b>August 23</b>
<b>Manjita Patel</b>	<b>August 24</b>
<b>Craig Garrick</b>	<b>August 27</b>
<b>Ron Hughes</b>	<b>August 31</b>

## *August Anniversaries*

<b>Dan Dever</b>	<b>30 Years</b>
<b>Gene Gregory</b>	<b>29 Years</b>
<b>Richard Cole</b>	<b>23 Years</b>
<b>Mattie Brown</b>	<b>13 Years</b>
<b>Phyllis Fox</b>	<b>13 Years</b>
<b>Shirley Williams</b>	<b>13 Years</b>
<b>Van Young</b>	<b>8 Years</b>
<b>Paul Stanton</b>	<b>7 Years</b>
<b>Christine San Nicols</b>	<b>4 Years</b>
<b>Mary Hennessy</b>	<b>2 Years</b>

## *Spoon of Exemption*

No Rosanne this week, so no spoon, but that did not stop **Ryan McEachron** from auctioning off the spoon for August. After a short battle between **Brad Letner** and **Don Lager**, Brad came out on top and took the spoon for \$250!



## VICTORVILLE ROTARY CLUB OFFICERS

### Board of Directors

President 2016-2017 .....	Dwight Johnson
Immediate Past President/International.....	Ben Tafoya
Treasurer .....	Donna Wells
Executive Secretary/Foundation .....	Margaret Cooker
Incoming President 2017-2018/Membership .....	Dan Munsey
Publicity/Public Relations .....	Kevin Kane
Club Service & President 2018-2019 .....	Brad Letner
Community Service .....	Victor Rocha
Youth Service/Scholarships .....	Van Young
Vocational Service .....	Alicia Anderson

### Members-at-Large:

Steve Orr • Mark Taylor • Dan Dever

### Positions & Committee Chairs

BOD Secretary .....	Marilyn Buttelwerth
Sergeant At Arms.....	Gary Adams
Song Master .....	Al Castellucci
Programs .....	Mike Page
Wine, Jazz & More .....	Brad Letner
Cards and Calls .....	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

<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
<b>WEDNESDAY:</b>	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, Quigley's Outlet Center, Lenwood, noon University Prep, 13853 Seneca Rd, 2:00 p.m.
<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
<b>FRIDAY:</b>	San Bernardino North, Elks Lodge, 12:05 p.m.

## Calendar Dates

### Aug 3: Celebration of Life Service for Gene Gibbs

11:00 a.m. • Sunset Hills Memorial Park  
24000 Waalew Road, Apple Valley

### Sept 24: Wine, Jazz and More 2016

Spring Valley Lake Community Center

### Oct 18: Offsite Meeting - Victor Valley Transit Authority

Noon • 17150 Smoke Tree St., Hesperia

## Future Rotary Programs

### Aug 2: Akilah Kamaria, Cybersecurity Consultant/Instructor

**TOPIC: "Get Cyber Healthy"** (Coomes)

### Aug 9: OPEN

### Aug 16: Don Lager, Midway Home Solutions, Russ Stringham, Precision Data Products and Print Mart, Steve Murray, Bob's Tire

**TOPIC: Panel Discussion - "Competing in the Market with Amazon and Costco"** (Yule)



## In Loving Memory Gene Gibbs

### Celebration of Life

Wednesday, August 3 • 11:00am

Sunset Hills Memorial Park  
24000 Waalew Road, Apple Valley

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