

The *Award Winning* Weekly Publication of the Rotary Club of Victorville

August 12, 2014

Shooting for Success



“Our company is only a name...our people make it special”. These were the words of the Owner of Turner’s Outdoorsman and CEO of Legacy Sports International, Gene Lumsden that rang throughout this Rotary presentation. After sharing a bit of history on the beginning of these two companies, Gene explained why they have such a low turnover in their company, by make its employees the stars! He has a bonus program for his store managers. Whatever bonus is earned in one month by each manager, they get paid the next month! For the office and warehouse staff, he does this same bonus incentive every 6 months. He teaches his staff to change and improve themselves on a daily basis. A great example of this is the success of the Victorville location for Turner’s Outdoorsman. The earn out for a new location is normally 1.5 years... the Victorville store, managed by David Skelley, did it in 2 months!

Another way the employees are treated like stars is their annual Christmas party. The company pays their vendors with their American Express card, earning points for gifts. They purchase these gifts throughout the year, and they go back to the employees at the party! No wonder 500 employees attended in 2013.

Gene shared the outlook of the company for 2015 and beyond. Next year he will wrap his arms around the company and re-evaluate their inventory and remodel their Pasadena store, and will wait until 2016 to look into opening locations in Northern California.

THIS WEEK’S GUESTS

Holly Noel introduced guests this week. We welcomed Ron Williams, Ray Johnson, of VVUHSD and Chuck Bada from Rite Aide; all guests of **Al Castellucci**.



Jonathan Hove introduced us to his family; his father Bob and son Harrison. Jonathan also introduced Destiny of Midway Home Solutions, who was

there for member Don Larger. **Bob Basen** not only brought our speaker today and his wife Kathy Lumsden, but David Skelley, manager for the Victorville Turner’s Outdoorsman and April Gower of Shear Realty. Finally, Chris Ackerman, Marketing Director for SoCal Solar Energy, Inc., took care of our newsletter for the vacationing **Mary Teran**.

Finally Gene shared with us a story of a business owner who thought he was what made the company great...that company soon closed its doors. With the success Legacy Sports and Turner’s Outdoorsman, it’s not because of Gene Lumsden, but because of his people and how he treats them!

Thank you to today’s Functionaries



Invocation:	John Hulterstrom
Flag Salute:	Jim Barnes
4-Way Test:	Jon Hove
Song:	Al Castellucci

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



Mike's Page

Mike Page welcomed us all to this very busy Rotary meeting. First we got an update on this year's Wine, Jazz and More from **Dwight Johnson**, which is just around the corner on September 6th at SVL Community Building. we need more auction items, so please sign up NOW to bring something of value to help raise money! Mike talked a bit about the great Program Committee meeting that was held last week. A lot of great ideas came out of that meeting, and our great speaker on August 26th, was a fruit born of that meeting. Finally, **Margaret Cooker** reminded us about the Solar Lanterns for sale. They cost \$16.20 each and the funds help pay for our Teach Mini-Grants. We have already raised enough for two mini-Grants!



Rosanne Weathers

Rosanne reminded us about the September HD Fitness Challenge 2014, going on from September 6 - 27. She once again invited companies to form teams and challenge their competition in contests in a variety of sports and activities



DESERT VALLEY MEDICAL GROUP

DESERT VALLEY HOSPITAL

such as Softball, Volleyball, Basketball, Football, Tennis Rock Climbing, Texas Hold'em Poker, Disc Golf, Tug-o-War, Bowling and many others. For more information call Andrea Pineda at 760-241-8000, ext. 8568 or email APineda2@primehealthcare.com.

1 Pantry Item = 1 Raffle Ticket

BRING YOUR CANS TO ROTARY!!



Please remember to bring your canned and dry goods for needy High Desert families. We just delivered our last batch to The Lord's Table, and we will choose a new recipient organization for this quarter.



STAND-INS

Sometimes our awesome Rotarians are out making the world a better place (or on vacations), and need a representative to fill in the gap in their absence. Today was just such a day:

Robin Cackler for Paul Earle

Holly Noel for Eldon Heaston

Destiny Gutierrez for Don Lager

Chris Ackerman for Mary Teran

LUCKY BLUE DICE



Robin Cackler, standing in for Rotarian Paul Earle, tried for the blue dice, but only got a white one. Instead of taking her \$5 home, She donated her money into Margaret's Can, leaving \$275 and 11 dice for a lucky Rotarian next week.



WHAT'S IN MARGARET'S CAN??

Collected this week: \$30.52

Including \$5 Marble Win from Robin Cackler

Collected to Date: \$11,243.25

Total equals: 85,345 Doses!

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

Proposed Members

If you protest the admission of this member please submit the reason(s) in writing to Steve Murray to be received by 5pm August 25, 2014.

Dr. Ron Williams

Superintendent

VVUHSD

Classification: Education: High School: Superintendent

Sponsor: Al Castellucci

RAFFLE SESSION:



Captain Sam of the Victorville Sheriffs Department had us all



play the "Zoom-in Game" today to decided on which Tables would be fined! We had 4 slides of a zoomed in photograph: if your table guessed it on the first slide = no fine, second slide = \$5, third slide = \$10 fine. All tables got fined during their rounds except one!

Destiny from Midway donated a \$25 gift card, which was won by **Kimberly Ramirez** of R&S Beverage.. but that was only the beginning! **Rosanne Weathers** donated a Desert Valley Hospital reusable shopping bag and sweatshirt, which was won by Kimberly again. Finally, **Robin Cackler** of Life Church donated a Daily Devotional, which was won by...yep, you guessed it, Kimberly Ramirez! A Raffle Hat Trick! She asked for another ticket to be drawn, but she won it again!!

MONDAY, AUGUST 18 • 5:00 PM

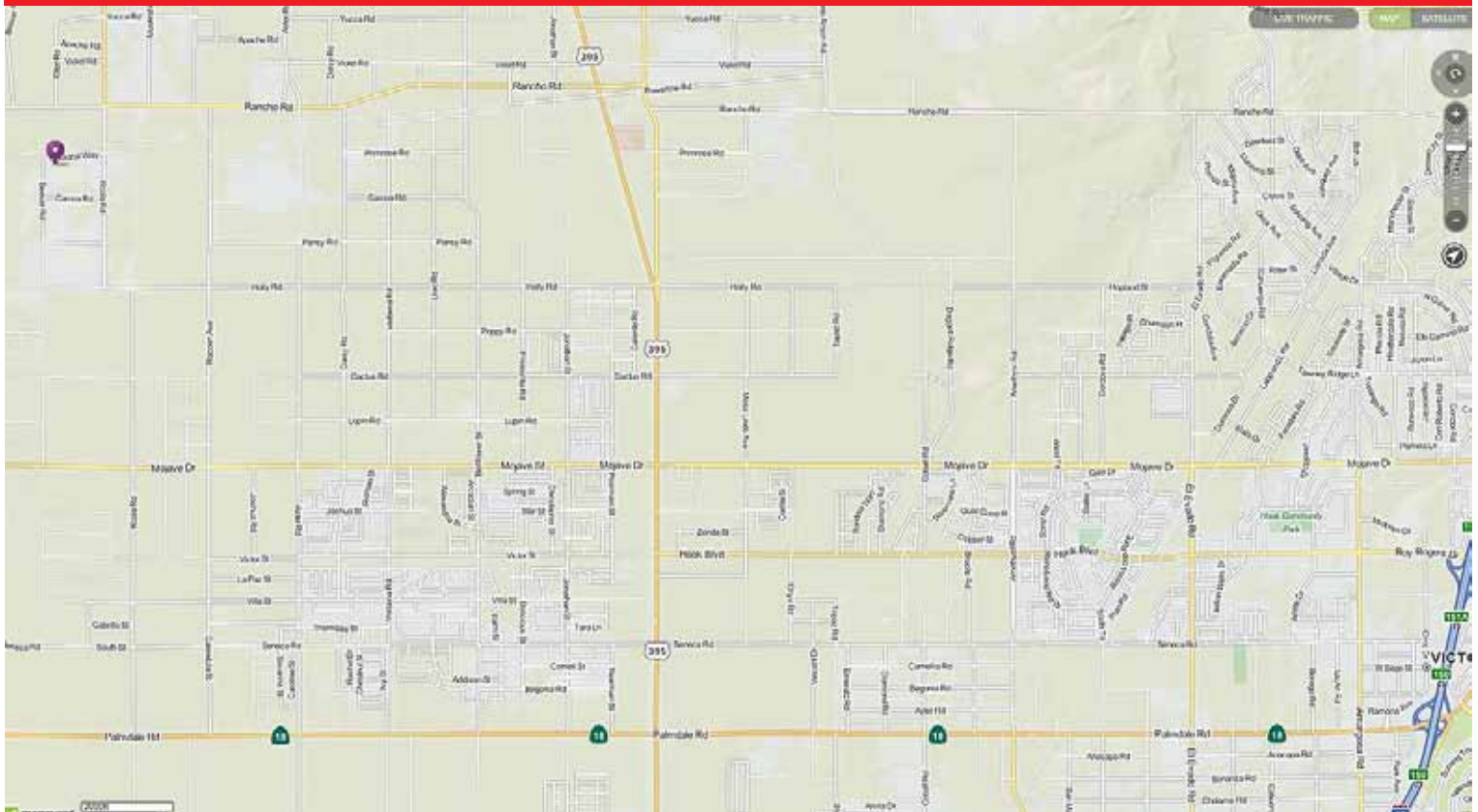
Board of Directors Meeting DCB Board Room

12530 Hesperia Road, 2nd Floor Victorville, CA 92395

Blue Badge Requirement

REMINDER ROTARIANS!

**OUR AUGUST 19TH MEETING WILL BE AT SCOTT TURBON MIXER!
9351 Industrial way, Adelanto, CA • 760-246-3430**



VICTORVILLE ROTARY CLUB OFFICERS

Board of Directors

President	Steve Murray
Immediate Past President	Russ Stringham
Treasurer	Donna Wells
Executive Secretary	Margaret Cooker
Incoming President/Membership	Ben Tafoya
Publicity/Public Relations	Kevin Kane
Club Service & President 2016-17	Dwight Johnson
Community Service	Brad Letner
Youth Service	Ginger Ontiveros
Vocational Service	Jim Barnes
International	Dan Dever
Foundation	Margaret Cooker

Members-at-Large:

Dwight Johnson • Bob Basen • Rob Kilpatrick • Kevin Porter • Mark Taylor

Positions & Committee Chairs 2013-2014

BOD Secretary	Marilyn Buttelwerth
Sergeant At Arms.....	Gary Adams
SongMaster	Al Castellucci
Club Activities	Dwight Johnson
Membership.....	Ben Tafoya
Programs	Mike Page
Publicity/Public Relations	Kevin Kane / Dwight Johnson
Scholarships	Ginger Ontiveros
Wine, Jazz & More	Dwight Johnson
Cards and Calls	Pam Murray
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

MONDAY:	San Bernardino East, Imperial Palace, noon Rotaract, 2nd Mon., VVC Student Activities.
TUESDAY:	Rancho Cucamonga Sunrise, 7:15 a.m. Empire Lakes Golf Course Rancho Cucamonga, 12:00 p.m., Etiwanda Gardens Hesperia, 7:00 a.m., Denny's, 14165 Main St.
WEDNESDAY:	Adelanto Club meets 2nd Wed. at Chamber Room at Maverick Stadium at 11:30 a.m., and the 3rd and 4th Wed. at 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.
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. Rotaract, 4th Thursday, VVC Student Activities.
FRIDAY:	San Bernardino North, Elks Lodge, 12:05 p.m.



Important Dates

Mark your Calendar!

Aug 18: BOD Meeting -DCB Board Room
Hesperia+Silica, 2nd floor • 5:00 Fellowship
Blue Badge Requirement

September 6: Wine, Jazz & More Auction
Spring Valley Lake Community Building

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

UPCOMING ROTARY PROGRAMS

Aug. 19: OFF-SITE: Scott Turbon Mixer 9351
Industrial way, Adelanto 11:30am
Fellowship / Noon meeting (see map on
page 3)

**Aug 26: Jay Johnstone (20 Year Career Major
League Baseball Player)**
Topic: "Baseball Yesterday and Today,
Tales from a Major League Prankster"
(Page)

**Sep 2: Kevork Kazanjian, Adjunct Faculty
Undergraduate Studies, CSUSB and
Model United Nations Instructor
at Victor Valley College** Topic:
"International Intrigue – Was it Murder
or Suicide? The Shane Todd Story"
(Ontiveros)

**Sep 9: Richard Ives, Complex Warden,
U.S. Department of Justice Federal
Bureau of Prisons .** Topic: Part #2
An overview of the Federal Bureau
of Prisons and Federal Correctional
Complex @ Victorville (Page)

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The Joshua Tree

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