



The Joshua Tree



The Weekly Publication of the Rotary Club of Victorville

August 13, 2013

High Desert Commercial Real Estate 2013 Mid Year Review



Speaker Jason Lamoreaux and Ben Tafoya

Jason Lamoreaux of Caldwell Banker Commercial, and an Apple Valley Rotarian, made an insightful and optimistic presentation to the Rotary Club of Victorville this week. His topic was High Desert commercial real estate, and we were offered a glimmer of hope for the residential market as well, according to several statistics cited by Jason. He and his family have been involved in high desert real estate since 1979, so he has seen a few cycles of the economy and how these cycles affect our housing and commercial markets. Currently, median house prices are now over \$150,000, and there is new interest in commercial real estate. Jason explained how home sales drive commercial sales by the increase in jobs, consumer spending and the added tax base. He also drew parallels between consumer confidence, the stock market and Treasury bonds, supported

by slides showing these statistics and how they compare over the last ten years or so. The information below shows highlights in the recent commercial real estate market which supports Jason's optimistic outlook for the High Desert. As there is increased demand for land, builders will increase production. This was an interesting program, thank you, Jason, and we can see the numbers speak for themselves:

- 64% Increase in sales volume
- 23% Increase in transactions over 2012
- Commercial vacancy rates among the lowest in the Inland Empire
- Lease rates across all sectors have stabilized
- New housing starts – Increased demand in land
- 7% - 9% Increase in taxable retail sales
- 2.2% Increase in population – 442,000 Total



THIS WEEK'S GUESTS



Matt Hunt (in for Todd Sturges) was invited to introduce guest this week. We welcomed Jessica Lugo of the Victor Valley Chamber; Emelie Kwon and Katie Holmes of Coldwell Banker (Mostaedi); Stephanie de los Reyes and Ann Marie Anderson of Shiloh Medical Center (Earle); Garner Morris of Robert Lovingood's office; Jacquie Lukacsffi (Edson), and Matt Hunt of the California Highway Patrol (Sturges).

Thank you to today's Functionaries



- Invocation:** Ron Hughes
Flag Salute: Dr. Hough
4-Way Test: Jim Cox
Song: Al Castellucci

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

New Member Inducted



Teresa DeAtley did the honors today; inducting Mary Hennessy of Gentiva Hospice, sponsored into Rotary by Al Castellucci. For some Rotary history, Teresa invited Sam Lucia to share a bit about a Rotary Club; Steve Flannery shared the symbol of the Rotary wheel, and Hough shared about the first women in Rotary. Mary is an RN and has been living in the H.D. for 19 years. She looks forward to reaching out to the community through Rotary. Welcome, Mary!



Go to Facebook.com. In search bar type in: Rotary Club of Victorville.

IMPORTANT NOTICE...

Rotary Club of Adelanto

Charter Night Celebration

Wine Cheese and Beer event

**** Date re-scheduled - T.B.A. ****

R and S Beverage in Adelanto

We need a Rotarian volunteer!



"Shop for a Cause" offers great discounts and a chance to win \$500 at Macy's in the Mall of Victor Valley Aug. 24th. All the ticket sales profits will go to the Victorville Rotary Foundation for service projects and scholarships. Fulfills a requirement toward that blue badge - 10 to noon. See Margaret for details.



ATTENTION RED BADGE MEMBERS



Meet the requirements to obtain your Blue Badge ...

Rotary Firesides are a great place to learn about our Club and Rotary. The Adelanto Charter Night Celebration is considered a Fireside for Red badge holders. **ALSO...** If you volunteer at the August 24th Macy's event, this will fulfill a requirement toward that blue badge. Just contact Margaret Cooker if you are able to help out on that day.



Join the Rotary Club of Victorville's
"President's Circle"

with your monthly pledge to support Club projects:

Platinum:	\$ 100
Gold:	\$ 50
Bronze:	\$ 25

With your monthly pledge you are able to choose which projects you support!

Please consider joining... choose the projects your money supports! See Margaret Cooker for more info.

MAKE UP A ROTARY MEETING ONLINE!

Visit: <http://www.rotaryclubone.org/>

WHAT'S IN MARGARET'S CAN??

Collected this week: \$2.05

Collected to Date: \$9,458.78

Total equals: 79,951 Doses!

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



Ben T. Takes Over...

Thanks to **Ben Tafoya** for handling our Rotary meeting this week in **Russ**' absence.

Margaret Cooker awarded **Eddie Hernandez** a \$25 gift card for his membership efforts in June, 2013. She also announced the Charter Night Celebration for Adelanto has been re-scheduled. The new date will be determined, and posted in the newsletter or e-blasted to members.

Margaret reminds members to purchase their \$5 tickets to the Macy's Shopping Day, August 24th, and is seeking help from 10:00 a.m. until noon sharing information about Rotary. Please contact **Margaret** if you are available that day. **(Red badgers please note.)**

Lastly, **Margaret** announced the Club is looking for potential recipients of the Paul Harris Fellow Awards. If you have someone to nominate who is not a Rotarian but embraces "Service Above Self" in the community, please let **Margaret** know.

David North has spare copies of the Club's financial statements available for members. Pick yours up from **David** or email him if you're interested in seeing them.

Ben closed the meeting with some kitchen advice: "Avoid cutting yourself when cutting up vegetables; get someone else to hold the vegetables while you chop"!

And we have a winner!!



LUCKY BLUE MARBLE

Dwight Johnson got real lucky this week... \$750 big ones!
CONGRATULATIONS!

Next week, \$200/14 marbles



RAFFLE SESSION:



Mark Taylor passed out a few fines this week, beginning with **Mehdi Mostae-di**, \$25 for bringing a guest on



her birthday! **Todd Turoci's** been on summer vacation, so gets hit for \$20 for showing up at Rotary; **Brad Harris** is still owner of a Red Badge ("until the Charter Night", says Brad), so nets a fine of \$10; and **Jim Murray** volunteered **Steve** to pay a \$50 fine for the announcement of his new grandson.

Some nice raffle prizes today; thanks, donors! **Hough's** books were won by **Al Castellucci** and **Rob Kilpatrick**; **El Dorado Broadcasting's** Merlot Wine was won by **Rob** as well. **Apple Valley Transfer & Storage's** beautiful baskets went, both of them, to **Ron Hughes**; **Dick Cole** took home a nice Martini-making Kit donated by **Al Castellucci**, and **Hough's** "Smart Bag" went to **Dwight Johnson**. **Dwight's** lucky ticket was pulled again for the Pot-O-Gold, for which he was rewarded greatly... to the tune of \$750 bucks!

BRING YOUR CANS TO ROTARY!!



Please remember to bring in your canned and dry goods for needy high desert families. This is an ongoing, annual Food Drive, and a recipient organization will be chosen quarterly.



Please keep the following families in your prayers:

Van Young
Russ Stringham

Both Rotarians lost their mothers recently. May they rest in peace.



Bill Scott



Bill Scott was absent today, and Ben Tafoya thinks he's busy building Ben's Margarita mixer!

VICTORVILLE ROTARY CLUB OFFICERS

Board of Directords

President & Immediate Past President.....	Russ Stringham
Treasurer	David North
Executive Secretary	Margaret Cooker
Incoming President/Membership	Steve Murray
Club Service & President 2015-16	Ben Tafoya
Community Service	Mark Layton
Youth Service	Ginger Ontiveros
Vocational Service	Jim Barnes
International	Dan Dever
Foundation	Margaret Cooker
BOD Secretary	Marilyn Buttelwerth

Members-at-Large:

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

Positions & Committee Chairs 2013-2014

Sergeant At Arms.....	Gary Adams
SongMaster	Al Castellucci
Club Activities	Ben Tafoya
Membership.....	Steve Murray
Programs	Mike Page
Publicity/Public Relations	Dwight Johnson
Scholarships	Ginger Ontiveros
Wine, Jazz & More	Ben Tafoya
Cards and Calls	Gaylynn Stringham
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
- 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.
- FRIDAY:** San Bernardino North, Elks Lodge, 12:05 p.m.



Important Dates

Mark your Calendar!

NOTE: Adelanto Charter Celebration is re-scheduled from Aug. 22nd. New date T.B.A.

- Aug. 24:** **Macy's Shop for a Cause**
Save 25% all day, and enter for a chance to win a \$500 Macy's gift card. See Margaret Cooker for \$5 tickets and details.
- Sept. 4:** **High Desert Rotary Fireside**
Home of Ron Sugi
- Oct. 5:** **Wine, Jazz & More**
Spring Valley Lake Community Building (More info to follow).
- Oct. 28:** **Past President's Meeting - 5:30 -**
Green Tree G.C. Clubhouse

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. 20:** Ray Wolfe, Executive Director, SANBAG
Topic: "Transportation Projects in the County of San Bernardino"
McEachron)
- Aug. 27:** San Bernardino County Sheriff, John McMahon - **Topic: "Overview, Since I Became Sheriff - Including the Dorner Saga"** (Lucia)
- Sept. 3:** **District Governor Miles Petroff Visit**

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