



Rotary



BE THE INSPIRATION

The Joshua Tree



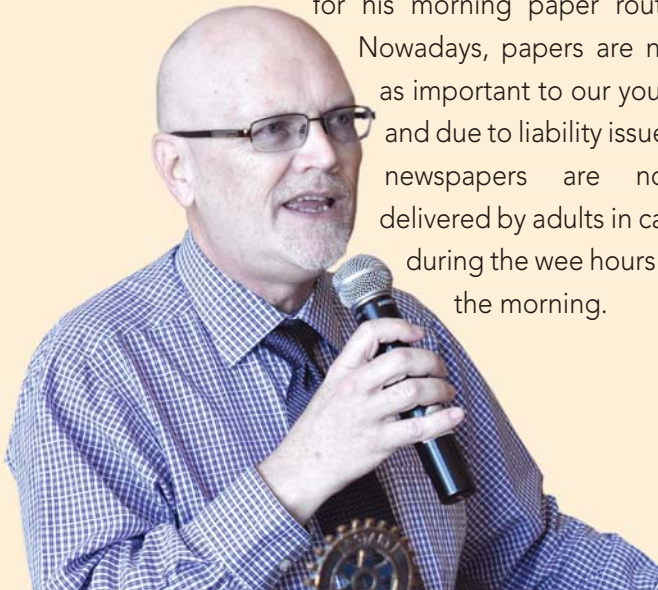
August 14, 2018

WHERE DOES THE NEWSPAPER INDUSTRY GO FROM HERE?

Steve Hunt has spent the last 44 years in the newspaper industry. He began as a sports writer in high school and college and once he given an internship at the Pasadena Star, he never looked back. For those of us who grew up from the 1950's through the early 80's, we remember fondly when newspapers were a very important part of our lives, not just information, but as a first job for many.

This writer remembers having both the L.A. Times and Herald Examiner every evening at our home while I used to help my older brother roll and rubber band newspapers for his morning paper route.

Nowadays, papers are not as important to our youth and due to liability issues, newspapers are now delivered by adults in cars during the wee hours of the morning.



Back in the 50's and 60's papers were black and white and were much wider and longer. In the late 70's, color came into the mix, mostly red, and in the late 80's and 90's, newspapers went full color.

Steve shared stories of writing stories at Dodger Stadium with his portable typewriter and sending them in via an early fax machine called a Teletype, which sent pages at 4 minutes a piece! Later on he would carry his first portable computer to the games...which was the size of a suitcase!

When the Internet came into the mainstream, it changed the newspaper industry, but not in a good way. The industry was not prepared for this, and sites like Yahoo and Google stole stories, while Craigslist became the new Classified Section, and put them all up for free on the Internet. For the last 20 years, the industry has been trying to catch up.

The Daily Press is meeting the challenge head on. The paper still has a strong readership of 350,000 a month while subscriptions have declined, thanks to their website and digital editions of the paper. They also offer customers, social media marketing, search engine marketing, print ads, online ads and contests for businesses to attract new customers.

In the future, smaller papers may have to go down to printed editions just a few days a week and keep digital editions to a full week. We could see video or audio newscasts coming from papers down the road, and one exciting aspect to the future of newspapers is personalization, where the customer tells the paper the type of stories that interests them, and the Daily Press customizes the edition that is printed and that paper delivered right to their door! Imagine, the Sports Section right on the front page!

This Week's Functionaries

- Invocation:** Ryan McEachron
- Flag Salute:** McKenzie Tarango
- 4-Way Test:** Dr. Ron Boyd
- Finemaster:** Mark Taylor

www.victorvillerotary.org

LETNER'S LETTER

WHAT IS ROTARY?



There are many answers out there. Google it sometime when you're bored. Even Rotary itself has multiple answers to this basic question. One of the best answers I've seen goes roughly: "Rotary is a group of professionals who meet together regularly to strengthen relationships and

make a difference in their community and in the world."

But honestly, no one's answer really matters as much as yours!

My own answer has changed throughout the years. When I first retired from the Army, Rotary was a place where leaders worked together to improve our community. I wanted to get involved in our community. Rotary was the place to do that. Within a year or two, Rotary became a place where I had new friends that I really looked forward to seeing. It was a place for fun and friendship. Rotary also supported my job. Where else did so many business, non-profit, political and educational leaders gather? Soon, Rotary became part of "Read B4K" and we were helping local kids with literacy. Later, after a few trips to Rotary District 5300 Conferences, I realized Rotary is an important international force; eliminating Polio, finding fresh water, and supporting local communities fight poverty... Rotary became something I wanted to support financially because of the work they do in places I'll never visit.

What is Rotary? Whatever your answer - you can have several at the same time and different ones over time - thank YOU for being a part of it. What is Rotary? Rotary is YOU. Rotary is US. Rotary is what WE make it. Thank you all for making Rotary something amazing.

**"Together, we
COMPRISE"...
Rotary. .**



ROTARY NEWS UPDATE



Congratulations goes out to **Jim Doltar**, who handed in his red badge this week and received his Blue Badge from **Mark Taylor**! Jim has been engaged with the Club since he joined and after attending a Board Meeting on Monday, received his new badge the next day! Keep up the great commitment Jim!

Our neighbors at the Rotary Club of Adelanto are hosting the "Hot Summer Nights Summer Concert Series" at Adelanto Stadium this summer. Their next date is "Latin Night", on September 1st.

Over in Hesperia, The Rotary Club there is sponsoring the Beer Garden during "Hot August Nights" at Civic Park.

If you are looking to travel up north, the Rotary Club of Pacific Grove will be holding their Auto Drive Classic Car Show on August 24th. The event features classic cars of all types, BBQ, raffle and awards presentation.

You think you can win big money with the Blue Dice? That will be nothing compared to the 50/50 Mardi Gras tickets we will have on sale next week at \$20 each! Stay tuned...

THE POLIO PIG

Collected this week: \$20.51

Polio Pig: \$15.51 + Dice (Rob Kilpatrick): \$5.00 = \$20.51

Collected to Date: \$15,491.47

Total equals: 92,031 Doses!

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

BE THE INSPIRATION

LUCKY BLUE DICE



With a new game on the table, Rob Kilpatrick was the first one up to grab the Blue Dice, but came up white!

Next week we will continue with 13 Dice and \$225 for one lucky Rotarian who can grab the Blue Dice!

ROTARY GUESTS

This week we welcomed **Art Rico** and **David Placencia** from Seven60 who attended as guests of **Don Lager** and we also met **Dulcee Canseco** who came to the meeting with **Lauretta Tkaczyk**.

Our only Stand-in this week was potential member **Lauretta Tkaczyk** from Kindred Hospice, who was attending for the departed **Robert Barton**.

SPOON OF EXEMPTION



Kevin Kane had his first time with the Spoon this week and spoke about the VVTA Employee Vanpool. With five or more employees participating, it is the perfect tool to

enhance their daily commute while boosting conservation efforts. Some of the reasons why an Employee Vanpool works? They will enjoy their commute more, spend less on fuel, arrive to work in better spirits, and more loyalty out of your staff. Find out more at vvta.org/vanpool or call 760-995-3561.

RAFFLE PRIZES

In this week's raffle, **Kevin Kane** gave away a car charger that went to **Jon Hove**, but also donated a set of another car charger with a thumb drive bracelet that will be used by **Jim Doltar**, a VVTA set of wine glass writing pens with another thumb drive that was won by **Don Lager** and finally a VVTA phone viewer device that will be enjoyed by **Ryan McEachron**.

Ryan himself gave away a copy of "212 Degrees", which will be read by **Dr. Ron Williams** and **Don Lager** donated another \$25 Midway gift card that will be used by **Brad Poiriez**.

Finally, **Dr. Ron Williams** had a goodie bag to give out that was taken home by **Kevin Kane**. If you give, you win!

FINE SESSION

Our Fine Master was once again **Mark Taylor** and began by fining **Don Lager** \$10 for making the mistake of handing the mic to his guests during introductions. **Dwight Johnson** was given one minute to give a Rotary news update but went to one minute, forty-five seconds and since he knows radio timing, it costs him \$20.

Finally, **Brad Poiriez** was given a \$10 penalty for his two year Rotary Anniversary, \$5 per year!

Proposed Member

If you protest the admission of this member please respond in writing by 5 p.m. August 27 to President Brad Letner.

Lauretta Tkaczyk

Position: Executive Director

Organization: Kindred Hospice

Classification : Administration: Hospice

Sponsor: Dwight Johnson

Replacing Robert Barton

Rotary
Club of Victorville, CA



www.victorvillerotary.org

Rotary Club of Victorville, CA



The Joshua Tree is a Weekly Publication of the Rotary Club of Victorville
P.O. Box 734 • Victorville, CA 92393 • www.victorvillerotary.org

If you are not receiving your newsletter, please contact Editor Chris Ackerman at
chris@signifydesigns.com or 760-559-1686 to be added to the e-mail or mailing list.

VICTORVILLE ROTARY CLUB OFFICERS

Board of Directors

President 2018-2019	Brad Letner
Immediate Past President	Dwight Johnson
Treasurer	Donna Wells
Executive Secretary/Foundation/Administration ...	Margaret Cooker
Publicity/Public Relations	Kevin Kane
Club Service	Brad Letner
Community Service	Dwight Johnson
International Service.....	Ben Tafoya
Youth Service/RYLEA & TLC	Rob Kilpatrick
Vocational Service/Speech Contests	Ryan McEachron
Scholarships.....	David North
George Hensel Ethics Essay Contest	Ron Boyd

Members-at-Large:

Steve Orr • Mark Taylor • Dan Dever • Jon Hove
Steve Murray • Russ Stringham • Don Lager

Positions & Committee Chairs

BOD Secretary	Marilyn Buttlerwerth
Corporal At Arms	Arsalee Morales
Programs	Mike Page
Public Safety Awards.....	Rick Bessinger
Dan Stover Music Contest.....	Marie Langley
S.T.A.R. Students	Jim Barnes/Robin Cackler
Fundraising/Flowers and Gifts	Teresa Letner
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 Adelanto 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 Domingos, 1520 E Main St, 12:00 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

- Sept 10: Board of Directors Meeting**
5:00pm Fellowship • 5:30pm Meeting
DCB Board Room, 2nd Floor
Hesperia and Silica Roads
- Sept 29: Mardi Gras Dinner & Auction**
5:30pm • SVL Community Center
- Feb 23: Rotary Peace Conference**
8:00AM • LA Verne College
Registration now open

UPCOMING ROTARY PROGRAMS

- Aug 21: Off-Site -Life Church**
12199 Industrial Blvd
(Pastor Paul Earle)
- Aug 28:** Kirt Mahlum, Retired San Bernardino County
Court Commissioner **TOPIC: "What
was I thinking, perspectives from
almost 20 years on the Bench"**
(Page)
- Sept 4:** Tom McCarthy, General Manager - Mojave
Water Agency **TOPIC: TBA** (Page)
- Sept 11: Assemblyman Jay Obernolte**
(Page)

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