

# The Joshua Tree

August 18, 2020

## The Day the World Didn't End

On March 16, 2020 the world didn't end for **David Greiner**, even though he was sure it would. Rewinding back to the recession of 2008, David relived memories of sleepless nights and panicking over the survival of his employees and business. Now it was all happening again with COVID-19. He began to once again wonder what he was going to do. Luckily he got some great advice, to look at business survival in a different way. Long term planning should be 4 days in length and the short-term plan is today.



To add to the situation, many of his competitors chose to shut down, which made David question if he was making the right decision. He had no assurance if customers would show up but stayed the course and remained open. He soon realized there were two types of people affected by Coronavirus; those who stayed at home and those who went out purposely to spend money!

In the days that followed, the future of Greiner GM was only current until 12 noon, and once the decision to stay open made it past noon, then it was only current until 5 pm, when the staff would meet to discuss the plan through noon the following day.

On March 19, Governor Newsom declared the Stay at Home Order, and deemed the different types of business that were "essential" and "non-essential". Due to the fact they, Greiner, work on cars, as well as sells them, were deemed essential.

On March 29th, the Federal Cares Act allowed those on unemployment as well as independent contractors who have been affected by COVID-19 an additional \$600 a week tax free, and with travel plans canceled and places like Disneyland closing, left people with a lot of extra money. Consumers who had been putting fixing their cars on hold plus those who had been thinking about buying a new vehicle, passed through the doors of Greiner GM. This created a perfect scenario for them, as they were one of the only full-service dealerships in town, their sales went through the roof!

With all of this going on, David had to walk a fine line, selling to those who came in the dealership, but acknowledge those who were scared of the pandemic. The company handled this by delivering and picking up vehicles to homes, plus enhanced cleaning throughout the dealership and cars. All of this amazed David, as earlier in the month, he thought why would anyone want to buy a car during a pandemic, but it didn't end.

On June 18th the Mask Mandate was made official, and David thought Greiner was finally done with customers coming through,

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**This Week's Functionaries**

<b>Invocation:</b>	<b>Chris Ackerman</b>
<b>Flag Salute:</b>	<b>Kevin Kane</b>
<b>4-Way Test:</b>	<b>Jessica Perez</b>
<b>Finemaster:</b>	<b>David North</b>

## COOKER'S CORNER



*I was honored to fill in for our President this week and want to thank Dave Greiner for his extremely interesting talk on how COVID affected his business in the most remarkable way!*



*As a reminder, it is very important for you to attend our September 1st meeting as we will have a Club Assembly to select our succession of Rotary Club Presidents for the next couple of years.*

*Even though the weather was very hot this week, I want to thank all of the Rotarians who attended. Hopefully the weather will be a little cooler next week and more of you can return. Don't forget, if you are unable to attend for any reason, we have a ZOOM option for our meetings every week.*

*Have a great Rotary Week!*

*Margaret*



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## World Didn't End

*Continued from page one*

but they sold 5 cars that day alone! From that day forward, more and more keep buying which has now in part led to a huge shortage of available vehicles on the market.

Back in April, GM chose to shut down making new cars and focused on making Ventilators, and with the continuing sales that no one expected, has led to an average two-week shortage on cars. Right now, there are very few cars on Greiner's lot, and all truck lines are sold out. Customers can go in, order their car, submit their trade-in vehicle and while they wait for their new car, David loans them back their trade-in while the customer starts making payments on their car they don't even have yet!

David concluded his talk sharing the two perspectives he has learned for businesses through this pandemic, you can plan and stay in business for a short time, or not plan and feel your way through to success.



*Rotary Editor Chris Ackerman making sure our Zoom participants get a photo of themselves in the newsletter. It didn't work.*

**CLUB ASSEMBLY SEPTEMBER 1**

**Please attend in-person or Zoom for  
Selection of Future Club Presidents**

# Rotary Opens Opportunities

## Big Blue Dice



**Ryan McEachron had an opportunity to grab the Blue Dice, but drew white instead and donated his \$5 back to the Polio Pig.**

**We will continue next week with 10 dice and \$300 for the Rotarian who can pick the Blue Dice out of the bag.**

## Raffle

Our speaker **David Greiner** brought a couple of Greiner GM golf caps that will be used by **Ryan McEachron** and **Jessica Perez**. Ryan and Jessica also won DVDs from **Dwight Johnson**. Jessica



donated her "Movie Night Basket" she won from our recent fundraiser auction, which will now be enjoyed by **Tina Escareño**. Tina also received an eyeglass repair kit from Dwight, and another VTA USB Bus from **Kevin Kane** will be used by **Arsalee Morales**. But Arsalee's good luck didn't end there. Arsalee left the meeting with two of the most sought after items, a bottle of Jameson's and a bottle of spiced rum, both donated by **Jessica Perez**.

## Rotary Guests



This week we once again welcomed **Taylor Valdes** from Apple Valley Communications who attended with **Arsalee Morales**.

## Fine Session

**David North** was our Fine Master and began asking who in the Club were Angels fans. **Dwight Johnson** and four others raised their hands and were fined \$9 in honor of the 9-point differential in the Dodgers recent sweep of the Angels.



Previously, only once in the history of the Victor Valley Chamber of Commerce has a spouse inducted another spouse when time came for a new Chamber Board Chair. **Mike Page** now holds the distinction as the second, when he inducted his wife Sharon as the new Chairman of the Chamber Board of Directors. When Mike acknowledged that the idea came from **Mark Crefield**, Mike was fined another \$20!

**Arsalee Morales** was quizzed if she knew what anniversary happened 100 years ago but she was unsure so she was levied a \$20 penalty. For those history buffs, 100 years ago the 19th Amendment was passed, allowing women to vote.



Our own **Ryan McEachron** is running for Victorville City Council, to end the chaos and bring civility back to the City Council. David helped Ryan get his campaign started in style with a \$20 campaign fine.

Finally, **Jon Hove** was late (*again*), and paid a \$25 fine (*again*).

## The Polio Pig

**Collected this week: \$19.00**

*Polio Pig: \$14 + Dice (Ryan McEachron): \$5.00 = \$19.00*

**Collected to Date: \$17,406.48**

**Total equals: 95,924 Doses!**

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

# Rotary Club of Victorville, CA



The Joshua Tree is a Weekly Publication of the Rotary Club of Victorville  
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If you are not receiving your newsletter, please contact Editor Chris Ackerman at  
[chris@signifydesigns.com](mailto: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 2019-2021 .....	Steve Orr
Immediate Past President .....	Margaret Cooker
Treasurer .....	Donna Wells
Executive Secretary .....	Margaret Cooker
Publicity/Public Relations .....	Kevin Kane
Club Service .....	Bill Edwards
Community Service .....	Paul Earle
International Service.....	Ben Tafoya
Youth Service/Ryla & TLC .....	Arsalee Morales
Vocational Service .....	Dr. Bowtie Brian
Grants/Speech Contests .....	<b>PLEASE VOLUNTEER</b>
Scholarships.....	Please Volunteer
George Hensel Ethics Essay Contest .....	Ron Boyd
Membership.....	Don Lager
Billing Officer .....	Esther Mears

### Members-at-Large:

Dwight Johnson • Jon Hove • Rob Kilpatrick

### Positions & Committee Chairs

BOD Secretary .....	Marilyn Buttelwerth
Programs .....	Mike Page
Public Service.....	Rick Bessinger, Teresa DeAtley & Greg Benson
Sergeant At Arms.....	Arsalee Morales
Dan Stover Music Contest.....	Dr. Bowtie Brian
S.T.A.R. Students .....	Jim Barnes/Robin Cackler
Fundraising.....	Bill Edwards
Flowers and Gifts .....	KayMarie Gregory
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 San Bernardino Crossroads, Hilton, noon, Barstow, Rositas, 540 Main St, 12:00 p.m.
<b>THURSDAY:</b>	Apple Valley, ZOOM Meetings, 1st, 2nd and 4th Thurs 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

**Sept 1: Club Assembly**  
12 Noon, El Pescador Patio

**Sept 14: Board of Directors meeting**  
5:30 pm Meeting  
DCB Board Room, 2nd Floor  
Hesperia and Silica Roads

## Upcoming Programs

**Aug 25: JESSICA PEREZ**



**I'M  
A  
PROUD  
MEMBER**

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