



**ROTARY
SERVING
HUMANITY**

Rotary
Club of Victorville, CA 

THE **JOSHUA TREE**

AUGUST 23, 2016

Following Rooftops to Commercial Success

When it comes to residential real estate, everyone thinks of **Caroll Yule**, but in the area of commercial real estate, there is no better mind than **Jason Lamoreaux**.

Jason was raised right here in the High Desert, and went off to build a successful rental car business in San Diego, Orange County and Vegas, before returning to the Victor Valley in 2003 to open Coldwell Banker Commercial, with his wife, Chris. Jason is a member of the Rotary Club of Apple Valley and is the current District 5300 RYLA Chair.

In the area of commercial real estate, the most profitable place is in large shopping hubs, such as the Jess Ranch Marketplace, the Mall and High Desert Gateway in Hesperia. But nothing comes close to Adelanto.

The change in cannabis laws in Adelanto have caused a firestorm in the commercial real estate market. Jason calls it the new Gold Rush. The sales in commercial buildings are going for as much as 3 times their price for companies

that want to get into the cannabis cultivation business. For one example a 16,000 sq ft building went for a whopping 2.55 million!

For businesses, smaller is the new norm. High Desert businesses are running more efficiently now and downsizing space to an average of 140sqft., which is a 33% reduction in space. Most people would assume that this is due to a majority of consumers doing their shopping online, but only an average 7.4% of sales are internet based. People still want to buy in person, or at least touch and feel, and then buy on the internet. WalMart has been laying down a smaller footprint in the retail and even Target are testing the waters of moving down to sizes of around 20,000sq ft.

In terms of residential, commercial real estate "follows the rooftops". Right now for millennials, the choice is about high rise condos in major and medium sized cities. That is the type of construction that is lacking in the High Desert, so a lot of young professionals are moving away for this lifestyle. On the other hand, the cost is on the rise in this market and you can get a 3 bedroom home in the suburbs in the high desert for the same price. The best news is that the average cost for a home is back on the rise over the last 3 years, so commercial real estate is following suit.

Finally, the construction on the 15 freeway caused commercial construction and real estate to dip, but now that it is over, construction companies are now coming back up to our area to build. Hubs, like the Walmart Distribution Center in Apple Valley are becoming the new norm in business, and with limited space "down the hill", we should start seeing more and more of business hubs coming up to the High Desert.

If you'd like more information or to speak to Jason Lamoreaux, call 760-684-8000 or email: JL@CBCinland.com.



This Week's Functionaries

Invocation:	Ron Williams
Flag Salute:	Dan Munsey
4-Way Test:	Todd Turoci
Song:	Al Castellucci

WWW.VICTORVILLEROTARY.ORG

ROTARY SERVING HUMANITY



Dwight's Writes

This week we were glad to see Rotarian **Dan Munsey** back with us after spending a busy couple of weeks fighting the Pilot and Blue Cut Fires. Please see page 3 for his report.

Our thoughts and prayers are with fellow club member **Doug Robertson**, who sadly lost his father on Monday of this week to Prostate Cancer. Please pray for strength during this difficult time for the family.

Wine, Jazz and More is getting closer! The committee met on Wednesday at D'Vine Wine Bar and had a fantastic evening of wine tasting for the event. It is so challenging to be the President sometimes. Please continue to sign up for a raffle prize or auction item, hand people flyers to get the word out and sell some tickets.

As most of you know, membership is very close to my heart, so I was so pleased



to see us welcome a new member into the family this week. For some time, **Violette Roberts** was a "Stand-In" for Eldon Heaston, while he prepared

for retirement, and today, his successor, **Brad Poiriez** (pronounced "Pour-Ease") officially became a Rotarian with our Club, and Violette joined him up at the podium as his Official "Stand-In". **Kevin Kane**, who proposed Brad



for membership, joined them, and **Stew Anderson** did a wonderful job with the induction. Welcome Brad, to the best Rotary Club in the Victor Valley!

Finally, my thought of the week is, "It is not the truth that will hurt you, it is the lies". - Unknown

The Polio Pig

Collected this week: \$10.30

Polio Pig: \$5.30 + Dice (Kevin Kane): \$5.00 = \$10.30

Collected to Date: \$13,436.32

Total equals: 87,9931 Doses!

One dollar equals 2 doses of vaccine!

\$500 pays for a Polio Clinic!

Rotary Guests

This week **Don Lager** brought his daughter and Midway associate **Lora Batte** and new member **Brad Poiriez** had his official "stand-in" **Violette Roberts** by his side.

Bob Basen had two staff members from Coldwell Commercial in attendance, **Steven Thompson**, and **Jarrad Schendel**.

Our only "Stand-In" this week was **Jimmie Smith** for **Mark McKay**.

ITALY EARTHQUAKE

Thousands of families have lost their homes



A major earthquake struck central Italy in the early hours of the Wednesday morning. The aftershocks continue.

The town of Amatrice, just one of many hit by the quake, has been completely destroyed. At least 120 people have lost their lives, while many more are trapped under the rubble.

Hundreds of families may be left without shelter. We urgently need your help to reach families in Italy, and elsewhere around the world. We must always be ready - you can help us provide ShelterBoxes, ShelterKits, tents and much more.

A team of ShelterBox response volunteers is traveling to the country right now to establish the extent of the damage and assess how we may be able to help.

Please give what you can today to help families whose lives have been utterly devastated - wherever they are in the world.

www.shelterboxusa.org



Fine Session

This week **Ryan McEachron** was our Fine Master and began by passing a fine down to **Sam Lucia**, last week's Fine Master of \$10. Once again **Kevin Porter** was late so he was awarded a \$10 "tardy" fine, and **Todd Turoci** made a rare visit with very interesting socks, and went back to court with \$10 less. **Bob Basen** brought two members of the Coldwell staff, and received \$10 for each guest for "showing off".

During the induction of **Brad Poiriez**, **Kevin Kane** gave him and **Violette Roberts** VVTA Bus thumb drives, so Ryan rewarded him with



a \$20 fine. Finally, **Steve Orr** has been online the last couple of days bragging about his new Greiner truck on Facebook, which earned him a whopping \$50 penalty!

Raffle Prizes

This week lady luck was shining on none other than **Kevin Kane**! Mr. Kane took away a bottle of wine from **Paula Porter**, a Vitelli's Deli gift card from **Dwight Johnson**, tickets to the final Mavericks regular season game from **Steve Orr** and a set of baseball cards!

Rosanne Weathers donated a Go Lunchtime Kit that went to **Kevin Porter**, a water infuser that will be used by **Don Lager** and a light extender that **Dwight Johnson** will get a lot of uses with.

Paula Porter went away with a Fox 106.5 t-shirt and a VVTA Bus thumb drive, **Dwight Johnson** got a Midway t-shirt, and **Don Lager** got a set of tickets to the final Mavs game. Last but not least, **Gary Adams** did not go away empty handed as he left the meeting with a VVTA stress reliever van, a gift card to Vitelli's Deli and tickets to the final baseball game to the Mavericks.

Fire Update



We were pleased to have Fire Chief **Dan Munsey** back with us this week, after a couple of challenging weeks dealing with the Pilot and Blue Cut fires. The exact day the Pilot Fire was contained, the Blue Cut Fire began and raged to a whopping 36,000 acres.

Now that the Blue Cut fire is contained there is still a lot of work to be done. Crews now have to go back to where they were and spend a lot of time cleaning up and putting the land as close as possible to its original state. Fire lines need to be erased, rearranging the plantation back from all of their bulldozers and deal with the erosion factor. While all of the fire trucks and vehicles used the fight the blaze have made some new walking trails, they have also created new routes for water to move and could cause flooding, if not properly changed.

Lucky Blue Dice



It was time to begin a new round for the Lucky Blue Dice, and Kevin Kane got the first shot, but sadly he drew a white one and \$5 to allow the money to grow.

Next week we will have 13 dice and \$225 up for grabs for the one lucky Rotarian who can select the blue dice.



VICTORVILLE ROTARY CLUB OFFICERS

Board of Directors

President 2016-2017	Dwight Johnson
Immediate Past President/International.....	Ben Tafoya
Treasurer	Donna Wells
Executive Secretary/Foundation/Administration ...	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 • Rob Kilpatrick

Positions & Committee Chairs

BOD Secretary	Marilyn Buttelwerth
Billing Officer	Jennifer Starbuck
Sergeant At Arms.....	Gary Adams
Song Master	Al Castellucci
Programs	Mike Page
Wine, Jazz & More	Brad Letner
R.Y.L.A./TLC/Public Safety Awards	Teresa Coomes
Flowers and Gifts	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

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 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.
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

- Aug 31: WJM Committee Meeting**
6:00pm, Home of Brad and Teresa Letner
18175 Lake View Drive, Spring Valley Lake
- 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 30:** Afshin Arianjam, MD **TOPIC: "Joint Health Management and Prevention"** (Page)
- Sept 6 :** San Bernardino County, First District Supervisor, Robert Lovingood **TOPIC: "Update on San Bernardino County "** (Page)
- Sept 13 :** Brad Letner, CEO, Hesperia Chamber of Commerce **TOPIC: "Read B4K - Victorville Rotary's anti-poverty Initiative"** (Johnson)
STAR students Brentwood & Galileo Librarian to receive check for books



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