



# The Joshua Tree

**August 23, 2022**

## 116 YEARS AND FIVE GENERATIONS OF CONCRETING

There are quite a few business in the High Desert that are considered “iconic”, and near the top of that list is Robar Enterprises. President and Rotarian **Jon Hove** spoke to the Club this week on their rich history of this very special family business. A book needs to be written to fit in everything on this history of this company, so this article is just a fraction of their story.

The story begins in 1906, when the Hove family moved to Pasadena, California from Nebraska. Father and three sons - Wilford, Charlie and V.C. (Pappy) - were concrete and plastering contractors, covering the Los Angeles basin. In fact, the Hove contracting stamp can be seen in concrete sidewalks in Pasadena and Long Beach even today. With his sons both enlisted in the Navy during the WW2, Pappy moved to Big Bear in the mid-forties and spent winters doing concrete contracting in the new development called Apple Valley in the High Desert. In 1952, V.C. Hove and Sons was formed with Pappy and his two sons, Robert, and Richard Hove. This partnership continued doing concrete contracting in the Victor Valley area through the mid 1970's. The family had moved to Apple Valley by the time Jon Hove was born in 1956.

In 1955, the family purchased the 6-month-old Hi-Grade Materials Co. Hi-Grade consisted of 40 acres of leased aggregate land, a small aggregate plant, batch plant and three small ready mix concrete trucks, all located in Lucerne Valley. The \$14,000 required for the



purchase was borrowed from the Apple Valley Bank and Hi-Grade started on its way.

In 1957 the offices and old concrete batch plant were relocated to leased land on Bear Valley Road, next to the Mojave River, what now is the Aldi's Market. This location was more central to the High Desert market. In 1965 Hi-Grade moved on the site with its new bucket elevator Cal-Batch batch plant. Also in 1965, a large housing project on George Air Force Base allowed Hi-Grade to open a new batch plant and site in Adelanto, adjacent to the base. In 1973 that plant was moved to a 2.5-acre site Hi-Grade purchased in Helendale. The move was required by and paid for

by the government to get the batch plant away from their flight line.

In 1970 Hi-Grade constructed a 150 ton per hour aggregate plant in Lucerne Valley. It was built at a cost of \$308,000, taking all our resources and a Small Business Administration loan with a term of ten years. After two years of near starvation and a tough time making payments, the expansion began to prove itself and within seven years, the Small Business Administration loan was paid off. In 2019 the 80 acres was mined out. It yielded about 25,000,000 tons of high-quality aggregates. Hi-Grade owns another 440 acres in the area and is currently mining 120 acres of State Land. Hi-Grade controls over 100,000,000 tons of reserves in Lucerne Valley.

In 1971, the family noticed the lack of a steel distributor. None existed in our area and all steel products were being shipped in, so they organized a company called Endura Steel, Inc. Endura Steel is now a full-service steel, angle, bar, plate, tube, rebar, aluminum, etc. distributor with active branches in the Hesperia / Victor Valley area; the 1000 Palms / Palm Springs area; and the Ft. Mohave / Bullhead / Laughlin / Lake Havasu / and Kingman areas of Arizona. The desert also needed a metal fabrication shop that would have the machinery to cut, bend, roll and fabricate steel, all of which had to be done “down below.” Smith Ironworks was formed to do this as part of the Endura Steel Corporation.

### This Week's Functionaries

- Invocation:** Mike Johnson
- Flag Salute:** Brad Poiriez
- 4-Way Test:** Ryan McEachron
- Fine Master:** Ryan McEachron

*Continued on page 2*



## ARSALEE'S AVENUE

Thank you to our own Jon Hove for coming out this week and sharing

the long and rich history of Robar Enterprises and all their companies. We hope that many generations of Hove's will continue the traditions that makes Robar such an iconic business.



This Saturday night is "Movie Night at the Hoves" beginning at 5pm at the home of Jon & Linda Hove. The movie will either be Top Gun 2 (if available) or the original film. Please remember to bring lawn chairs and a light jacket. Food will consist of hamburgers, hot dogs, chicken, and tilapia complete with Linda's secret sauce! Please bring an appetizer, side dish or dessert.

Next week is our 5th Tuesday evening meeting at Republic in Spring Valley Lake, beginning at 5pm. Please make plans to attend this fun event. The address is 13261 Spring Valley Lake Parkway, #102, Victorville, CA 92395.

On November 19th, we will be holding our next Comedy Night Fundraiser! This is a great opportunity for us to raise much needed funds to help pay for the many programs we support in our community. Also, please mark Thursday, December 1st on your calendars as the date for this year's Rotary Christmas Party. More details coming soon.

Until next week...

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## Jon Hove

Continued from page 1

In 1981, Robar Enterprises, Inc. was formed and became the holding company for all the entities. Robar is named after Robert and Barbara Hove.

In the past 67 years Robar has generated almost 2 billion dollars in revenues; employed 1000's of local residents, supported families with hundreds of millions in payroll dollars and acquired over 4,300 acres of real estate. We currently have approximately 300 employees, and proudly have had many employees retire from our family business. Although history has unfolded well for Robar, we believe the best is yet to come.

## Read B4K Update

Colleen Calderon, Coordinator for ReadB4K, spoke to the Club this week and



shared the exciting news that this year the program will be returning to Hook Community Center, and will provide more opportunities for pre-k children to walk into kindergarten reading at a 1st grade level! This program was started by our Club as a way of helping combat poverty through education, and we

continue to support Colleen and program each year with a \$5,000 donation towards books, computers, and software. Please follow them on Facebook at facebook.com/b4kreading. For more information you can text Colleen at 760-617-1190 or email vvrotaryreading@yahoo.com.



# IMAGINE ROTARY





# IMAGINE ROTARY

## Big Blue Dice



*Chris Ackerman had a chance to pick the Blue Dice, but drew a white one and saved the opportunity to another next week.*

*We will continue next week with 6 dice and \$400 for the lucky Rotarian who picks the Blue Dice from the bag!*

## Raffle

**John Kroencke** was our big winner this week taking home two prizes, a bottle of wine from **Steve Murray** and a DCB cell phone holder from **Mike Johnson**. **Bill Edwards** also went home with a cell phone holder. Bill himself donated a set of batteries that went to guest **Bo Goulet**, some air pod holders to **Jon Hove** and a milk throther, that will be used by **Ryan McEachron**. Finally, **Chris Ackerman** gave away a pair of Victor Valley Transit bean bag cell phone holders that found new homes with **Donna Wells** and **Russ Stringham**.

## Canned Food Drive

It's time to restock the pantry! We are back to collecting canned goods and non-refrigerated items that we can donate to local non-profits and help those less fortunate in Victorville. Please note that for each set of 5 cans you bring in, you will receive 1 raffle ticket in return for that meeting. We appreciate your help and generosity.



## Fine Session

**Ryan McEachron** was our Fine Master this week and gave hard fines of \$5 to **Kirsten Acosta**, **Mike Page**, **Captain John Wickum**, **Brad Poiriez**, **Bill Edwards**, and **Russ Stringham** for not wearing their Rotary Pins.

**Jon Hove** was given a \$10 penalty got making bad dad jokes, while Ryan gave himself a \$20 fine for having a beautiful daughter who is starting her junior year in high school. **Jim Murray** left with \$5 less in his wallet, because he wouldn't deny that he invested in the High Desert Flying Saucer many years ago (*part of Jon Hove's presentation*). Finally, Captain **John Wickum** was presented with a \$20 fine for his deputies making it into the Daily Press over the Winco story a few days ago, but **Steve Murray** agreed to pay the fine as a thank you because he recently dealt with a deputy that was very professional, caring and wonderful.

## Rotary Guests

This week we welcomed **Bryan Wright**, from 1st Team Real Estate, who was a guest of **Chris Ackerman**, as he was invited via a Facebook post. We were also pleased to have **Dr. Kenisha Williams** from TransFormNation Training and Development and **Bo Goulet** from Mojave River Mortgage, both who were invited by **Mike Page**. We were also happy to have **Linda Hove** in attendance with **Jon Hove**. **Colleen Calderon**, Administrator for RadB4K, joined us to share about positive changes to the program.

Our Stand-in this week was **James Rightmire** from El Dorado Broadcasters for **Dwight Johnson**.

## The Polio Pig

**Collected this week: \$31.00**

*Polio Pig: \$11 + Colleen Calderon: \$20.00= \$31.00*

**Collected to Date: \$19,079.52**

**Total equals: 99,247 Doses!**

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



### VICTORVILLE ROTARY CLUB OFFICERS

#### Board of Directors

President 2022-2023 .....	Arsalee Morales
President 2023-2024 .....	Steve Murray
President 2024-2025 .....	<b>Need Candidates</b>
President 2025-2026 .....	Bill Edwards
Immediate Past President .....	Jon Hove
Treasurer .....	Donna Wells
Executive Secretary .....	Margaret Cooker
Club Service .....	Steve Murray
Community Service .....	Bryan Gillespie
International Service.....	Ben Tafoya
Youth Service/Ryla & TLC .....	Ryan McEachron
Vocational Service .....	<b>Need Volunteer</b>

**Members-at-Large:** David North, Mike Johnson, Rob Kilpatrick & Ron Boyd

#### Positions & Committee Chairs

BOD Secretary .....	Pam Murray
Billing Officer .....	Esther Mears
Dan Stover Music Contest.....	<b>Need Volunteer</b>
Flowers and Gifts .....	Linda Hove
Foundation & Grants .....	Margaret Cooker
4-Way Speech Competitions .....	Mike Johnson
Fundraising.....	Arsalee Morales
George Hensel Ethics Essay Contest .....	Ron Boyd
Joshua Tree Editor .....	Chris Ackerman
Membership.....	Steve Murray
Programs .....	Mike Page
Publicity/Public Relations .....	<b>Need Volunteer</b>
Public Service.....	Rick Bessinger, Teresa DeAtley, Jeff Armstrong and John Wickum
Sergeant At Arms.....	Steve Murray
Scholarships.....	David North
S.T.A.R. Students .....	Maureen Mills and Michal Krause

The Victorville Rotary Club meets every Tuesday for fellowship  
at 11:30 a.m. and meeting at 12:00 noon at the Spring Valley  
Lake Country Club, 13229 Spring Valley Parkway, 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, 13165 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

- Aug 27: Movie Night at the Hoves'**  
5:00pm at the home on Jon & Linda Hove  
Movie: Top Gun  
See Page 2 for more Info
- Sept 12: Board of Directors Meeting**  
5:00pm -Avenues of Service Meeting  
5:30 pm Board Meeting  
ISU ARMAC Insurance Agency  
17177 Yuma St., Victorville, CA
- Nov 19: Comedy Night Fundraiser**  
TBA
- Dec 1: Rotary Christmas Party**  
TBA

## Upcoming Programs

- Aug 30: 5th Tuesday Evening Meeting**  
5:00pm • Republic SVL  
13261 Spring Valley Lake Parkway #102

### Proposed Member

If you protest the admission of this member please respond in writing by 5 p.m. September 5 to President Arsalee Morales.

#### Bo Goulet

**Mojave River Mortgage**

**Position: Mortgage Agent**

**Classification: Services: Mortgage**

**Sponsors: Mike Page**

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