

Rotary



The Joshua Tree



September 10, 2019

WHAT'S IN A NAME?

Our region is known by many names such as the High Desert, the Victor Valley, or Inland Empire North, so does it really matter to now call it the Mojave River Valley? **Bo Goulet** from Shear Realty and **Trina Siverts** from the Mojave River Valley News Group among others, seem to think so.

From Barstow to the North to Hesperia in the South our region is commonly referred to as "The High Desert", which neither encapsulates the majesty of our region nor distinguishes it from other areas. The Palmdale/Lancaster area as well as Landers and 29 Palms, are also known as the H.D.

The idea came about from the High Desert Regional Chambers Coalition, who changed their name to the Mojave River Valley Chambers Coalition from then Chairman **Eric Schmidt** and a group also consisting of **Joe Brady, Randy Terrell, Jim Phillips, Father James Steel,** Tapestry's **John Ohanian** and four others, looking for proclamations from the different cities on a full re-brand of the name, not only in our local government but in the media as well.

The overall mission of the Mojave River Valley Alliance is to share the beauty of the region far and wide. This effort



comprises three elements: promoting the new regional brand locally, communicating this brand wherever possible to others outside the region, and creating common, regional activities that help cement our common identity.

Of course with any well planned idea or vision there will be some push back. Some people don't want the name of our region changed, and some cities like Barstow, feel they have a right to the MRV name. A lot of people ask whether this push is to erase the name of the Victor Valley? According to Bo and Trina the answer is no. Although the Mojave River Valley has its own unique identity and history, there are also many different identities that make up that wonderful mosaic. The history of

the Victor Valley is separate from that of Barstow and other Mojave River Valley areas, but they are inextricably linked through geography and the shared history of its people.

Currently the Alliance is promoting the brand by sharing about our desert vistas, mountain trails, and open spaces, not to mention a great place to raise a family or the expansive economic growth availability. They also host a variety of regional activities to gain support and identity.

It's a long road ahead, but someday soon, someone may ask, "where do you live?" and the answer may be the Mojave River Valley.



MOJAVE RIVER VALLEY

This Week's Functionaries

- Invocation: **Bill Edwards**
- Flag Salute: **Rick Bessinger**
- 4-Way Test: **Arsalee Morales**
- Finemaster: **Kevin Kane**

ORR'S ROARS



Our Casino Royale is just around the corner..and we need all hands on deck! Next week we should have 50/50 tickets available to sell, as another way to raise

funds for the programs and services we support through our Club. We still need volunteers, as well as live & silent auction items for the Casino Royale!

In addition, we have an extra Opportunity Drawing! The stub from each dinner ticket drawn will be eligible to win a 7-9 day adults only getaway to Antigua with oceanfront accommodations at the Pineapple Beach Club! This trip is worth \$2,100! Please see committee chair Bill Edwards for more information, and get involved!

Until next week, a parable from Mark Twain: If you and I meet on a street corner and I give you a dollar and you give me a dollar, we walk away with one dollar. However, if I give you an idea, and you give me an idea we each walk away with two ideas...

www.victorvillerotary.org

Raffle

Another box of Van Pool Chocolates from **Kevin Kane** will be enjoyed by **Jim Mettler** while he is shopping at Midway Home Solutions with the \$25 gift card he won from **Jason Montana**. **Rob Kilpatrick** was also a big winner, going home with a Rotary license plate frame and a \$25 Starbucks card he received from our President **Steve Orr** at Heritage

While **Jason Montana** will enjoy reading a copy of "The Transparent Leader III", **Donna Wells** will use her Cal Portland mini-thermos she won from **Jim Mettler**. Finally, guest **Joe Brady** left the meeting with a VVTA USB wristband.

Fine Session

Kevin Kane was our Fine Master and played a game with Rotarians of Rotary Quiz and Awards Show. In the Quiz part of the show, **Bowtie Brian** was fined \$10 for not knowing which day of the year was "National Bowtie Day", while **Jason Montana** took a \$15 fine for **Don Lager** for not knowing when "National TV Dinner Day" was, the same about "National Home Furnishings Month"

and for Don's "Hi, this is Don Lager; don't hang up" phone messages in honor of "Shameless Promotion Month". Finally, **Steve Orr** was given a \$10 penalty for not being sure which week this month is "Health Information and Technology Week".

It was then time to give out \$5 fine awards to the following Rotarians: **Margaret Cooker** for "International People Skills Month", **Bill Edwards** for becoming a thrift store manager and **Chris Ackerman** in honor of "Attention Deficit Hyperactivity Disorder Month".



**ROTARY
CONNECTS
THE WORLD**

Big Blue Dice



Jim Mettler got the chance for the Blue Dice and big money, but drew a white and gave his \$5 back into the Pig.

We will continue next week with 11 dice and \$275 for the Rotarian who can pick the Blue Dice out of the bag.

Spoon of Exemption

Mike Page was back with the Spoon and once again used his time to promote the upcoming 28th Annual St. Mary Gala which will be held on October 9th at the Hilton Garden Inn. This year they are raising funds for 12 stationary and 30 mobile cardiac monitors to catch heart issues faster and in the process, to save more lives. They have already raised \$200,000, but need another \$280,000 more to meet their goal!

More than 60,000 patients every year need cardiac monitoring in the St. Mary Emergency Department. Cardiac Monitoring is required for common major health challenges such as heart attack and stroke. Additionally, Cardiac Monitoring is also needed for less known health challenges such as blood infections, unexplained fainting and more.

One way they are raising money is through some great opportunity drawings including a \$575 Disney gift card (\$25/ticket), trip for 2 to Hawaii (\$35/ticket) and a \$5,000 Midway Home Solutions Makeover (\$50/ticket)! Contact **Lezli Roberts** at 760-946-8189 for more information.

Rotary Guests

At our meeting this week we welcomed members of the Mojave River Valley Alliance including **Joe Brady** from The Bradco Companies, and **Randy Terrell** from Passantino Anderson. Joining **Brad Poiriez** was **Ryan Orr** and we also met **Stephanie Montoya** from Options for Youth, who was a guest of **Steve Orr**.

Our Stand-in this week was **Jason Montana** for **Don Lager**.

THE ROTARY CLUB OF VICTORVILLE PRESENTS

CASINO ROYALE

SEPTEMBER 21, 2019 SVL COMMUNITY CENTER
5PM WINE TASTING | 6PM DINNER 12975 ROLLING RIDGE, VICTORVILLE

Wine Tasting | Casino Games | Live Music
Dinner | Live Auction | Silent Auction

FOR MORE INFORMATION CONTACT ARSALEE MORALES AT: AMORALES@AVCSYSTEMS.COM

The Polio Pig

Collected this week: \$12.00

Polio Pig: \$7.00 + Dice (Jim Mettler): \$5.00 = \$12.00

Collected to Date: \$16,630.10

Total equals: 94,432 Doses!

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



VICTORVILLE ROTARY CLUB OFFICERS

Board of Directors

President 2019-2020	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/RYLEA & TLC	Arsalee Morales
Vocational Service	Dr. Bowtie Brian
Grants/Speech Contests	TBA
Scholarships.....	David North
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.....	Marie Langley
S.T.A.R. Students	Jim Barnes/Robin Cackler
Fundraising/Flowers and Gifts	Steve Orr
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, Rositas, 540 Main St, 12:00 p.m.
THURSDAY:	Apple Valley, Rusty Bull, AV, 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
FRIDAY:	San Bernardino North, Elks Lodge, 12:05 p.m.

Calendar Dates

Sept 21: **Casino Royale Club Fundraiser**
Wine Tasting: 5pm • Dinner: 6pm
Spring Valley Lake Community Center

May 1-3 2020: **Assembly and District Conference**
Assembly May 1, Conference May 1-3
Westin Pasadena
191 N Los Robles Ave.
Pasadena, CA 91101
(626) 792-2727

Rotary 
Club of Victorville, CA

Upcoming Rotary Programs

Sept 17: **Route 66 Museum** (Lager)

Sept 24: San Bernardino County District Attorney Jason Anderson **TOPIC: "Our New District Attorney: Changes and New Programs"** (Page)

Oct 1: **"Why Is Healthcare So Expensive?"** (Langley)

October 8, 2019

State Assemblyman Jay Obernolte

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