



The Joshua Tree

September 27, 2022

THREE GENERATIONS OF LEARNING AND CHANGING REAL ESTATE

In the beginning of a new series with the Club, we will be meeting entrepreneurs who have changed the face of business in the High Desert. This week we heard the story of **Jason Lamoreaux** and **Chris Lamoreaux**, Presidents of Coldwell Banker Commercial Real Estate Solutions and Coldwell Banker Home Source.

The story began back in high school when Jason and Chris were boyfriend and girlfriend, but they went their separate ways for a time, until they came back and got married and that was where their journey took its next step.

Jason grew up in a Real Estate family, and he was always interested in property. When he was 19 years old he bought his first piece of property and continued to buy property until 1990.

At 21 years of age, with no training, they bought a failing car rental business. With only seven cars to begin with they got loans from family members to purchase more. They had no training in the car rental business and weren't even old enough to rent a car themselves! They used to call Hertz and get a



price to rent a type of car, and then lower the price a few dollars and after building for many years, were the largest car rental company for Thrifty Car Rental. With 15 locations, they finally sold and moved into Real Estate.

Jason and Chris founded Coldwell Banker Commercial Real Estate Solutions, an independently-owned and operated affiliate member of Coldwell Banker Commercial, one of the largest multi-faceted real estate organizations in the world. The company benefits from the 100-year history and support of its parent

franchiser, which maintains commercial operations with more than 400 offices throughout North America.

For over twenty years, the Lamoreaux's have worked together developing various companies from start-up, mergers and acquisition, to turn around and disposal. Companies owned by the Lamoreaux's have ranged in size from \$1 million in annual sales, to \$30 million with over 150 Realtors, 55 staff members, 7 offices, and 1 escrow company. Over their entrepreneurial tenure, their continued success has been attributed to their ability to properly evaluate, develop and manage business opportunities and commercial real estate.

Today, their company has evolved into a multi-faceted commercial and residential real estate firm servicing the High Desert of California. Their affiliation with the Coldwell Banker brand has allowed them to compliment their local expertise and the leader in real estate services, providing a global presences and a wealth of resources.

This Week's Functionaries

Invocation: Chris Ackerman
Flag Salute: James Rightmire
4-Way Test: Mike Johnson
Fine Master: David North

Additional Source: Loopnet



ARSALEE'S AVENUE

Thank you to Chris and Jason Lamoreaux for taking the time to share with the Club on their

inspiring journey from high school sweethearts to owners of the largest real estate firm in the Victor Valley!



We are still finalizing a location for our Comedy Night Fundraiser on November 19th. We hope to have a venue locked in very soon. In the meantime, we are looking for sponsorships (\$250 + 4 tickets) and raffle prizes for this event.

Our Club was blessed to receive a check in the amount of \$2,500 from Kimberly Ramirez at R&S Beverage! Kimberly and her husband asked the Club to use the money for whichever program(s) needed it the most! Thank you for your generosity

Finally remember, "Leadership is about making others better as a result of your presence...and making sure that impact lasts in your absence."

Until next week...

Arsalee

Read B4K Update

Margaret Cooker shared some additional great news on our ever expanding Read B4K program! The VESD Family Center is running the program on Mondays with a possibility of adding Wednesdays and are looking to expand into 6 school in at-risk areas and opening a ReadB4K Program at each of them. Huge thanks to coordinator **Colleen Calderon** for her tireless work on ReadB4K. They are looking for additional volunteers, so if you'd like to help, please see Margaret.



Rotarian of the Month



Congratulation to **Mike Johnson** for being selected as August Rotarian of the Month! Mike was chosen for helping at meetings, presenting a program last month and joining the Board of Directors. President **Arsalee Morales** presented Mike with a "Rotarian of the Month" pin.

Rotary
Club of Victorville, CA



IMAGINE
ROTARY



IMAGINE ROTARY

Big Blue Dice



Rob Kilpatrick 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 2 dice and \$500 for the lucky Rotarian who picks the Blue Dice from the bag!

Fine Session

David North was our Fine Master this week and began by telling James Rightmire that since he is a magician, David was very nervous to sit next to him because James might pickpocket him! This month is Dwight Johnson's 26th anniversary with the Club and with James being at El Dorado Broadcasters, James was given the \$26 fine. Bob Basen was in attendance and with just celebrating his 70th birthday, he left the meeting with a \$70 birthday penalty. Bill Scott celebrated 46 years of marriage with a \$46 fine and president Arsalee Morales, gave David North a Presidential Fine of \$20 for making jokes at towards her during the meeting.



Raffle

In this week's Raffle, Steve Murray was the big winner taking home a stress reliever toy, a Victor Valley Transit USB Bus from Chris Ackerman, and a solar powered radio from James Rightmire. James also gave away a copy of the book "Making a Name For Yourself in the High Desert", which will be read by Mr. Ackerman, and Mike Johnson will get hours of enjoyment from the fight spinner he won from the Club.

Spoon of Exemption



Steve Murray had his final week with the Spoon and shared that Bob's Tire Service is lookin good! They have just repainted the building, new stripes have been added and will have all new signage very soon, making them

the "Star of the Desert".

It was then time to raffle the Spoon, which went to Bryan Gillespie in the amount of \$100! Please join us in October to hear about Options for Youth, or whatever Bryan wants to talk about.



Rotary Guests

This week we once again welcomed Chuck Utgard from the Rotary Club of Moapa Valley, Nevada and joining Jon Hove this week was Linda Hove. Mike Page invited Kenisha Williams and Bo Goulet from Mojave River Mortgage.



The Polio Pig

Collected this week: \$22.00

Polio Pig: \$17 + Rob Kilpatrick (Dice): \$5.00= \$22.00

Collected to Date: \$19,141.52

Total equals: 99,371 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
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 2022-2023	Arsalee Morales
President 2023-2024	Steve Murray
President 2024-2025	Need Candidates
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/RYLEA & TLC	Ryan McEachron
Vocational Service	Bill Edwards

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.....	Need Volunteer
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	Need Volunteer
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

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, 13165 Main St., Hesperia San Bernardino Crossroads, Hilton, noon, Barstow, Rositas, 540 Main St, 12:00 p.m.
THURSDAY:	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
FRIDAY:	San Bernardino North, Elks Lodge, 12:05 p.m.

Calendar Dates

Oct 17: Board of Directors Meeting

5:00pm -Fellowship
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

Spring Valley Lake County Club

Rotary Club of Victorville, CA



Upcoming Programs

Oct 4: Lori Clark, Superintendent Victor Elementary School District (Page)

Oct 11: James Rightmire, Director of Sales, El Dorado Broadcasters **Topic: "Engaging Your Audience is by Using Magic Tricks"** (Page)

Oct 18: Chet Hitt, Entrepreneur, Owner Town's End **Topic: "A Moment with Chet - lessons from an entrepreneur, the early days to Townsend- he is still learning"** (Page)

Oct 25: WC Professor David Wilkerson (Acosta)

Design & Layout By



Printed By

