

Be a gift to the world



THE JOSHUA TREE

October 6, 2015

Rotary
Club of Victorville, CA



Where Will Local Radio Go Next?

Does local radio still have the same impact that it did 30 years ago? According to Tim Andersen, the General Manager for El Dorado Broadcasters, radio is more powerful than ever.

The radio format has changed a lot in the last 30 years. Back then stations used to "Sign On" in the morning and "Sign Off" in the evening as well as large mixing boards and using records and tapes to play music. Nowadays everything in radio is 24/7, and digital, even down to being able to broadcast via ones Smart Phone.

In todays market, local radio has to compete for listeners through a wide variety of formats including Sirius-XM satellite radio, Podcasting, as well as apps such as Pandora and Spotify. How does El Dorado stay relevant in the community? They do it by being involved.

On almost any weekend there is some function or event going on in the High Desert, and if there is, you can almost guarantee one of the El Dorado stations (Y102, Fox 106.5, Kat Country 100.7 or Talk 960) will be there. Such events include the Teachers are Heroes event, Desert Rocks Music Festival, Happy Trails Chili Cook-off, Apple Valley Air Show, Trunk or Treat, and many others.



The next evolution in radio is the advent of NextRadio, a new app that is an FM tuner application that receives FM radio broadcasts in your local area. NextRadio also provides a data service for radio broadcasters to share information about their station and their broadcast content so that listeners can receive real-time updates as they listen.

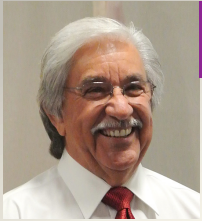
Right now listenership has stayed strong with El Dorado Broadcasters, and how the continuing evolution of smart phone apps will affect them remains to be seen. In 2013 their local audience was at 384,200 and in 2015 the number was at 384,600, which according to Tim Andersen, is a strong number, considering the size of our local market

This Week's Functionaries

Invocation:	Van Young
Flag Salute:	Sam Lucia
4-Way Test:	Stew Anderson
Song:	Al Castellucci



Be a gift to the world



Tafoya Talk...

Thank you all who attended, supported and donated to Wine, Jazz and More this year! It was a fantastic success, one of our best in recent years. Thanks to all of our committee members and especially our

Chair, **Dan Munsey**. **Margaret Cooker** announced that we cleared around \$10,000 for the club with this event.

Reminder for those that read this newsletter online, that this Thursday, Congressman Paul Cook will be at the Apple Valley Rotary Meeting at noon at the Apple Valley Golf Course, and this Saturday, we will have a booth at the 15th Annual Happy Trails Chili Cook-Off at Brewster Park in Apple Valley. Please contact **Dan Dever** to sign up to volunteer in the booth.

Finally we had Jackie Jauregui from VESD pay \$5 to share information on the upcoming Keaton Simons benefit Concert for the Victor Elementary Education Foundation. More information on page 3.



The Polio Pig...

Collected this week: \$12.00

Collected to Date: \$12,711.08

Total equals: 87,487 Doses!

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

Fine Session

Dan Munsey returned this week as our Fine Master and chose to share the honor with a few fellow Rotarians. First Dan fined David North \$240, half of what HUD owes David on his last home, as well as Sam Lucia, who was asked what the posted speed limit on Bear Valley between Cottonwood and Mariposa. The answer is of course 35mph, to which Dan wondered why everyone only goes 10mph! Sam was fined \$35. The mic then went to Doug Robertson, who fined Ron Hughes \$45 for being 45 minutes late to Rotary, and Chris Ackerman fined Dan Munsey \$5 for talking about his Pink Camera in front of the crowd at Wine, Jazz and More!

Spoon of Exemption: Brad Letner

It is a new month, and once again time for a new spoon holder. What looked to be a big battle for the spoon turned out to be more like a pillow fight, with David North taking the first bid of \$75, and then Brad Letner offering \$100 for it. And that was it. No fight back. Look for Brad's latest information next week...

Rotary Guests

Dwight Johnson handled the introduction of our guests today. **Al Castellucci** welcomed Linda Aguilar from CSRI, and **Chris Ackerman**, filling in for an MIA **Steve Orr**, introduced Ben Hemmen, General Manager for the High Desert Mavericks. Our Rotary club was also blessed to have with us **Diala Ugwemba** from the Rotary Uyo District in Africa. Our Stand-ins for today were **Violette Robers** for **Eldon Heaston**, **Tony Cooker** for **Dr. Hough** and **Jackie Jauregui** for **Maureen Mills**.

Steve Flannery begins Radiation Chemo treatment for Cancer next week.

PLEASE KEEP STEVE IN YOUR PRAYERS!



Lucky Blue Dice



Russ Stringham was in tandem with President Tafoya this week and agreed to draw Tafoya's ticket in turn for splitting the money with him. Alas, with their split of \$2.50 they will go out together this weekend for an ice cream cone.

6 Dice remain and \$400 up for grabs!

Raffle Prizes

Just a few raffle prizes this week, so just a few winners. **David North** donated a coffee cup from DCB, which went to **Dwight Johnson**, and **Caroll Yule** donated a couple of goodies, a jar of bath salts and a bottle of Adult Chocolate Milk, both which will be enjoyed at a relaxing evening at the home of **Margaret Cooker**. Please take time to bring a raffle gift to the next meeting, we would love to promote your business!

September Membership Winner!



Dr. Ron Williams was our September winner with a whopping 25 points! He will receive a \$25 gift card to Costco for his efforts. Dr. Ron Boyd was runner-up with 15 points and will receive a \$5 Starbucks gift card.

Honorable Mentions go to the following Rotarians for each earning 5 points this month:

Brad Letner
Kevin Kane
Mehdi Mostaedi
Steve Orr
Kirby Brill

OCTOBER 23, 2015

**KEATON
SIMONS**

BENEFIT CONCERT

FOR:
**THE VICTOR ELEMENTARY
EDUCATION FOUNDATION**

TICKETS: \$20 | HORS D' OEUVRES
COCKTAILS 6PM | CASH BAR
CONCERT 7PM | LIVE PERFORMANCES

SUNSET HILLS MEMORIAL CHAPEL
24000 WAALEW RD.
APPLE VALLEY, CA 92307

FOR MORE INFORMATION: www.vesd.net/VEEF
OR CALL: 760-245-1691



WINE JAZZ & MORE



WINE JAZZ & MORE



VICTORVILLE ROTARY CLUB OFFICERS

Board of Directors

President	Ben Tafoya
Immediate Past President	Steve Murray
Treasurer	Donna Wells
Executive Secretary/Foundation	Margaret Cooker
Incoming President/Membership	Dwight Johnson
Publicity/Public Relations	Kevin Kane
Club Service & President 2016-17	Dan Munsey
Community Service	Brad Letner
Youth Service/Scholarships	Ginger Ontiveros
Vocational Service	Jim Barnes
International	Dan Dever

Members-at-Large:

Rob Kilpatrick • Mark Taylor • Russ Stringham

Positions & Committee Chairs 2014-2015

BOD Secretary	Marilyn Buttelerwerth
Sergeant At Arms.....	Gary Adams
SongMaster	Al Castellucci
Programs	Mike Page
Wine, Jazz & More	Dan Munsey
Cards and Calls	Pam Murray
Newsletter	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 Hesperia, 7:00 a.m., Denny's, 14165 Main St.
WEDNESDAY:	Adelanto Club meets 2nd Wed. at Chamber Room at Maverick Stadium at 11:30 a.m., and the 3rd and 4th Wed. at Astro's Burgers, 11619 Rancho Rd, Adelanto at 8am. San Bernardino Crossroads, Hilton, noon, Barstow, 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 Victor Valley Sunrise, Mimi's Cafe, Victorville, 7 a.m.
FRIDAY:	San Bernardino North, Elks Lodge, 12:05 p.m.

CALENDAR DATES

- Oct. 10: Happy Trails Chili Cookoff**
10:00am - 3:00pm
Lenny Brewster Sports Park, Apple Valley
- Oct. 17: Off-Road Trip: Calico Hills**
Sign Up with Dan Dever
- Jan. 2: Foundation Dinner**
Double Tree Hotel, Ontario, CA
Rotary Intl. President in Attendance
Club will pay 50% of ticket cost.

Upcoming Rotary Programs

- Oct. 13: Mike Ramos, San Bernardino County District Attorney**
STAR Students: Challenger and Green Tree East
- Oct. 20: Dr. Pascal, Desert Valley Hospital**
TOPIC: "Educating Our Community on Urgent Care vs. Emergency (Weathers)
TLC Students talk about Experience
- Oct. 27: Craig Garrick, President/CEO, ComAV, LLC**
TOPIC: "How Commercial Aviation is Impacting the High Desert, Our Perspective" (Page)

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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.