



The Joshua Tree



The Weekly Publication of the Rotary Club of Victorville

October 9, 2012

DCB - FROM FAILURE TO SUCCESS

Rotarian Ron Wilson's 40 years in the banking industry are now behind him, and he adamantly states he'll never return! He does, however, possess two qualifications for working in banking: gray hair (for the distinguished look) and eyeglasses (for the intelligent look).

Ron began his career with DCB in 1989, when the bank had problem assets, resulting in poor employee morale and a bad reputation for the bank. In the first nine years of DCB's existence, they had five Presidents, five Chief Financial Officers, and nine Chief Credit Officers... and this was when the economy was good! "But there was no continuity with that kind of turnover. DCB's credibility was so bad that local merchants refused to take checks drawn on a DCB account!"

Ron's management direction was to rid the bank of major problem loans which were poorly underwritten. He also implemented a number of new policies and procedures. In the years of 1989-1998, when the rest of the economy suffered, DCB held its own. Ron wrote a weekly column for the Daily Press, "Money Matters", which was very popular, and implemented the Marquee Sign and Scoreboard program, giving DCB credibility and an important presence in the community.

We are lucky to have Ron back after his five-year absence. The Daily Press' "Most Influential Businessman of the Year" now operates Volunteer Business Services, offering no-charge assistance in business management.



Ron Wilson, Past President of Desert Community Bank, now CEO of Volunteer Business Services

THIS WEEK'S GUESTS



Dan Dever introduced guests today. Welcome to Al Calvanico of Robar Ent. (Hove); Buck Johns (Caldwell); Larry Woodward of St. Mary's (Page); Louise Benivarina of DCB (North); Manny Manahan of ServePro (Hampton); Jacquie Lukocsffi (Edson); Shaun Longlee (Wilson), and Ron's two daughters, Emily and Holly. We also welcomed Rotary guest Gary Moore of the Apple Valley Club (Wilson), and Gary's two guests Cindy Vedder of Soroptimists and Gwen Bedics of Enterprise Funding Corp.

Thank you to today's Functionaries



Invocation: Mark Sawyer

Flag Salute: Jim Barnes

4-Way Test: Jon Hove

Song: Al Castellucci

PLEASE JOIN US EVERY TUESDAY FOR FELLOWSHIP AT 11:30 A.M. BEFORE OUR MEETING IS CALLED TO ORDER AT NOON.



In Vito's absence this week, Matt Metzen declared the J.C. Penney Grand Opening a huge success, and calls the new store "very sophisticated, and will change how people stay and shop in the high desert".

Vito, unfortunately (for us), has been promoted, and we will be very sorry to see him go. He's been a great asset to our Rotary Club! We wish him luck in his new future!

WHAT'S IN MARGARET'S CAN??

Collected this week: \$17.62

Collected to Date: \$8,932.48

Total equals: 78,919 Doses!

One dollar equals 2 doses of vaccine!

\$500 pays for a Polio Clinic!

Thanks for your \$5 winnings, Marie!



Please keep in your prayers Cherie Range, recovering from severe reactions to anesthesia and surgeries. She is recuperating at home. Please contact her with positive and cheery thoughts.



Also, our sympathies to Dr. Hough in the sudden loss of her elder brother, Richard, from a heart attack.

FINE & RAFFLE SESSION:

Caroll Yule presided as FineMaster this week, and had an American history quiz prepared. Correct answers went fine-free, while incorrect answers were fined \$10. Very clever, **Caroll...** the \$10 fines were: **Manny Manahan, John Kroencke, Jon Hove, Charles Gehrke, Al Castellucci, and Bob Basen.** Wow, that's 60 bucks already! **Donna Wells** was the only Rotarian with a correct answer!



Raffle: An I.D. Carry-case from **Hough** went to team **Edson/Lukocsfii**; a \$25 **Midway** Gift Card went to **Caroll Yule**; **Hough's** Notebook was won by **Ryan McEachron**; a **Patel** Calendar went to **Gary Adams**, who also took home **Hough's** Positive Thought Stickers. **Caroll Yule** brought a re-gifted item, a \$25 I-Tunes Gift Card, which went to **Marilyn Buttelwerth**. A Farmer Boys Tee Shirt from **PrintMart** was won by **Marie Langley**; a Hershey Bar from **Charles Gehrke** went to **Don Lager**, and **Marie Langley** had the opportunity to win \$200 this week from a total of 14 marbles, and won \$5, which she donated to **Margaret's** Polio Can! Nice Marie.

AMBASSADORIAL SCHOLARS: The 2010-11 class of Ambassadorial Scholars received US\$9.6 million through individual grants of \$25,000. Since 1947, a total of \$532 million has been awarded to 41,000 men and women.

The Ambassadorial Scholarships program promotes international understanding and friendly relations among people of different parts of the world.

The scholarships sponsor undergraduate and graduate students, as well as qualified professionals pursuing vocational studies. While abroad, scholars serve as goodwill ambassadors to the country where they study and give presentations about their own culture to Rotary clubs and other groups. Back home, scholars share with Rotarians and others the experiences that deepened their understanding of another culture.

Through their generous contributions, Rotarians worldwide show a continued faith that today's scholars will be tomorrow's community and world leaders.

PROPOSED MEMBER

Approved for publication at a special BOD meeting Oct. 10, 2012

Phil Brown

Adelanto City Police / S.B. County Sheriff's Dept.

Position: Chief of Police / Captain

Sponsor: Jim Hart

Classification: Law Enforcement: Municipal

Note: If you protest the admission of this member to the Adelanto Satellite Club, please notify President Russ Stringham in writing by October 16th, 2012

Margaret's turn...



Margaret Cooker was standing in for Ben Tafoya, who was standing in for Russ on vacation, and she offered Jim Barnes a few minutes to tell us about B&B Cycles. They are having an Open House on Nov. 2nd, so we should be receiving information on that soon.

Our Club has submitted a name for the Rotary International Award for Vocational Service, and that is **Mark Sawyer!** **Mark** handles our Annual 4-Way Test at all levels, and does vocational work through the Boys & Girls Club, helping young people identify vocations. Congratulations, **Mark!**

Bob Basen is looking for RYLA volunteers; training and orientation is this Saturday at 1:00 at the Apple Valley Chamber. The Next RYLA Camp is in March, 2013.

Dwight thanked **Jim Murray** for the case of food for the Can Drive. We need to fill up the storage locker for the holidays!

Hello to **Manjita Patel**, who comes laden with gifts for the Rotary Raffle. Thank you, **Manjita**, nice to see you!

Mike Page shared the story of how he met his wife, Sharon, who was serving as an Ambassadorial Scholarship! He spoke to us about this program (see Page Two).

The Club Directory is going around, and your information may or may not be correct. If you see errors in your listing, you need to correct it at: <http://www.dacdb.com>.

It is your responsibility to update your information!

How to update your information:

Initially, as a Rotarian in this District, you may review and update your own record for Personal & Contact Information. Here is how you do it: Go to the web site (above) and sign in by using your E-mail address as the User I.D., and your RI Member ID as your Password. (Your RI Member ID is on your monthly ROTARIAN magazine just above your Name, or you can get it from Margaret Cooker). Just click VIEW My DATA (under the MEMBER tab), and then you may EDIT/change "your information", including the User I.D. and Password to values of your choice. Go to the following web site, and if you have problems, contact Margaret Cooker.



★ Upcoming Events ★



Training/Orientation
this Saturday - 1:00
Apple Valley Chamber
If you are considering
volunteering at the

March RYLA Camp, contact Bob Basen. This is a great opportunity to see what RYLA's about, and it's a make-up, too!



Monday, Oct. 15th

5:00 Social / 5:30 Meeting

Board Rm. - Mall of V.V. (old Tony Roma's)

OCTOBER 20TH

Immunization Clinic - St. Mary's
Community Services - Hwy. #18.
Contact Margaret if you can volunteer from 8:15 - 1 (approx.)



Apple Valley Chili Cookoff

Need volunteers to man the booth from 9 to 4. Contact Russ if you're available.

Past Presidents Meeting



LUCKY ORANGE MARBLE

Marie Langley won \$5 and gave it to Margaret's Can!

Next week - \$250!! / 13#





President's Circle

Platinum Members

Jon Edson - Paul Stanton



BRANDMAN
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Dr. A. L. Hough-Everage
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Bronze Members

Volunteer Business Services (Ron Wilson) - John Kroencke

VICTORVILLE ROTARY CLUB OFFICERS

President	Russ Stringham
Treasurer	David North
Executive Secretary	Margaret Cooker
Club Service	Steve Murray
Community Service	Dwight Johnson
New Generations	Rob Kilpatrick
Vocational	Joe Andreasen
International	Ben Tafoya
Foundation	Margaret Cooker
Recording Secretary	Marilyn Buttlerwerth
Sergeant At Arms.....	Gary Adams

Members-at-Large:

Dan Dever • Bob Basen • Robert Lovingood • Vito Bello

Past President (2011-12)	Charles Gehrke
Incoming President (2013-14)	Dr. Hough Everage
President-Elect (2014-15)	Steve Murray
President-Elect-Elect (2015-16) ...	Talk to Chuck for interviews

Current Chair Persons:

Membership	Dr. Hough Everage
SongMaster	Al Castellucci
Scholarships	Ginger Ontiveros
Publicity/Public Relations	Dwight Johnson
Cards and Calls	Gaylynn Stringham
Programs	Mike Page
Club Activities	Dan Dever
Newsletter	Mary Teran

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., Dennies, 14165 Main St.
WEDNESDAY:	Adelanto Club (3rd and 4th Wed.), 11:30 a.m., R&S Beverage Co., 17500 Adelanto Rd., Adelanto. San Bernardino Crossroads, Hilton, noon, Barstow, Quigley's Outlet Center, Lenwood, noon University Prep, 7th and Forrester, 2:00 p.m. High Desert, 6:00 P.M. - Los Domingo's Rest., 6:00 p.m. 17790- Hwy. #18, Apple Valley
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, Coco's, Victorville, 7 a.m.
FRIDAY:	San Bernardino North, Elks Lodge, 12:05 p.m.



Important Dates

Mark your Calendar!

Oct. 13: Annual Calico Off-Road Trip
Contact Dan Dever for info.

Oct. 15: Board Meeting

Oct. 20: Shot Clinic - Need volunteers from 8:15 a.m. to approx. 1 p.m. St. Mary Community Svc., Highway 18

Annual Chili Cook-off / Apple Valley Fall Festival 10-4 - need volunteers from 9-4. Lenny Brewster Sports Center. 21024 Otoe Rd., AV

Oct. 29: Past President's Meeting - 5:30 p.m. Green Tree Golf Course Clubhouse

IF YOU ARE NOT RECEIVING YOUR JOSHUA TREE VIA EMAIL, PLEASE CONTACT MARY TERAN TO GET ADDED TO THE EMAIL DISTRIBUTION LIST.

UPCOMING ROTARY PROGRAMS

- Oct. 16: Dr. Margaret Peterson, CEO** Desert Valley Hospital, Topic: Health Care 101
- Oct. 23: Program T.B.A. / Interact Students** S.T.A.R. Awards/Brentwood students
- Oct. 30: Off-Site: Pacific Aviation Group** 18499 Phantom West, Bldg. #17
- Nov. 6: TLC - Program T.B.A.**
- Nov. 13: District Governor, Sylvia Whitlock** Topic: Rotary International Foundation Program, Community Service Paul Harris Awards (Coker)

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