



The Joshua Tree



The Weekly Publication of the Rotary Club of Victorville

November 20, 2012

ECONOMIC OVERVIEW BY JOE BRADY OF THE BRADCO COMPANIES

Joe Brady of the Bradco Companies presented his outlook for the High Desert's economic future. Joe has a great understanding for our market, and summarized both the positive and negative aspects. There has been a promising upswing in commercial leasing this past year in San Bernardino County, with very low vacancy levels. Hesperia has led the way in commercial growth with two new centers and plans for the new St. Mary's structure. Victorville is keeping pace as well with the Mall improvements. Still, our building permit level is about 98% of what it was in 1996.

The reality, and biggest challenge, Joe believes, will be the ever-changing demographics in our area. H.D. residents include about 35% per capita welfare recipients. The high unemployment rate in the High Desert is also an issue. Joe hopes these dynamics will change with the newly elected city officials and new County Supervisor, our own Victorville Rotarian, Robert Lovingood.

Foreclosures are also a big challenge. 54% of the mortgages in San Bernardino are under water. Joe stated the country has absorbed \$4 million since the recession in foreclosures. Today there are about \$3.5 million in the pipeline. Additionally, properties being bought up by investors to rent has also placed a huge obstacle in retaining home values. Joe states another big challenge is the under-educated work force. As a Victor Valley College Board member, he plans to work diligently to help educate our future employees.

The Bradco High Desert Report is the High Desert's only economic overview that is published quarterly. View it on-line at <http://www.thebradcocompanies.com> to keep abreast of news and information concerning our region's economic outlook.



Joe Brady, Bradco Companies



THIS WEEK'S GUESTS



Welcome to Ingrid Stinchcomb and Colonel Tony Marshall, guests of Al Castellucci; Garner Morris of the 1st District Supervisor's Office; Dean Paradise (Kilpatrick); Max Huckins (Drake); Joe Brady and Franciso Diaz of The Bradco Companies (speaker); Kari Gehrke, Charles' daughter; Lora Battee, and Don Lager's daughter. Welcome, all!

Thank you to today's Functionaries



- Invocation:** John Hulterstrom
- Flag Salute:** John Wilkins
- 4-Way Test:** Ron Boyd
- Song:** Al Castellucci

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

★ ATTENTION MEMBERS ★

Next week we will have a Club Assembly to approve Stephanie La Ferriere as a Member at Large on the Club Board of Directors.

We appreciate Stephanie getting on board to help out the Club!



We have the opportunity again this year to purchase See's Candy in bulk. Margaret Cooker has the order forms, and will email it to

you, if you haven't yet received it. December 7th will be the deadline, so get your order in ASAP!

Russ recapped last weekend's visit to Ensenada which included meeting with the Orphanage and providing \$300 worth of goods for the children. They also presented a check for \$1,000 to the Ensenada Rotary Club toward their food distribution project to the very poor, and handled the formal ceremonies of transferring monies and documents for the School Water Project, which should be funded in early 2013. Our Club, the Barstow Club, the Ensenada Club, District 5300 and the Rotary Foundation donated a total of around \$22,000 for this project!



And to our fellow Rotarians...



FINE & RAFFLE SESSION:

Matt Drake's fine session was pretty lenient this week, with only a couple of fines levied. **Al Castellucci** was hit for \$20 for talking during **Matt's** session... twice! **Steve Murray** set the overland speed record from Apple Valley to Ensenada, so was fined \$20, and **Ron Boyd** was hit for \$20 for trying to save a bobcat that came into his practice.



Nice raffle prizes: **Marie Langley** won a cool Bluetooth from **Rancho Motors**; and **Gary Adams** took home a \$25 **Midway** Gift Card and one of **Hough's** Special Gifts. **PrintMart's** knife and another of **Hough's** Special Gifts was won by **Stephanie La Ferriere**, and Peanut Brittle from **Marie Langley** and a Special **Hough** Gift were won by guest **Dean Paradise**. **Donna Wells** won an Emery Board from **Hough** and a beautiful Beverage Container donated by **Gaylynn Stringham**, and then went on to win the entire Pot-O-Gold worth \$450!!

Matt finished by reminding us to always be thankful, and have a happy Thanksgiving!



Holidays are around the corner!



**BRING YOUR CANS
TO ROTARY!!**

YEAR 'ROUND GIVING OPPORTUNITY:



Please remember to bring in your canned and dry goods for needy high desert families. This is an ongoing, annual Food Drive, and a recipient organization will be chosen quarterly.



Russ' Rap

Russ thanked the donor of a dozen canned goods brought to this week's meeting. He also thanked **Pam Murray** for the great "Santa" outfit for our Rotary Bell. It's adorable!!



Russ reminds those owing Wine, Jazz & More monies to please pay their invoices; we need to have it on our books by year end!

Steve Flannery has a few more "Be An Angel" tags. Let's help him supply every one of the kids with a gift! Bring to the next meetings, or deliver to the Christmas Party December 13th at **Steve Murray's** home.

Don't forget to sign up to attend the Club Christmas Party. The sign-up sheet is going around, and **Pam and Steve** will make it a very special event this year! Cost is \$10/per person. Feel free to bring a guest... just get on the RSVP list!

Hough thanks members for bringing guests, and promises to give **Joe Andreasen** his \$25 Gift Card for winning the October membership drive!

Past President **Charles Gehrke** reminds us that **Hough** will be our Club President beginning in July of 2013, followed the next year by **Steve Murray**. Interviews will be held for the 2015-16 year on November 29th at the Green Tree Clubhouse at 6:00 p.m. If you would like to be considered, please talk to **Charles** or any **Past President** to arrange to be interviewed. Rotary International Convention is in San Paulo, Brazil that year!

Russ closed with a few Rotary Quiz questions, some even answered correctly! He reminds us to all be present next week for the **ROASTING of**



Go to Facebook.com. In search bar type in: Rotary Club of Victorville.

www.victorvillerotary.org

SPOON OF Exemption

Jim Barnes



We missed Jim Barnes and his spoon this week, but send greetings for a very Happy Thanksgiving! Don't forget to utilize the Rotary coupon Jim passed out last week... great Christmas gifts can be found at B&B Cycles!



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ANGEL TREE tags are available at meetings from now until December 10th (or the Club Christmas Party on December 13th).

Be sure and get a tag to help a needy child or family.

For questions, contact Steve Flannery at 760-221-6292..

★ Attention Rotarians ★

Due to space limitations, the Adelanto Rotary Club off-site December 5th will be open to Adelanto Rotarians only.

LUCKY ORANGE MARBLE



Donna Wells took the home the whole Pot today! Nice, Donna!

Next week we will begin anew with \$250 and 14 marbles in the bag!



President's Circle

Platinum Members

Jon Edson - Paul Stanton




BRANDMAN
University Chapman University System

Dr. A. L. Hough-Everage
(pronounced "Huff")
Professor of Education
Victorville Campus

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Gold Members



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West Coast Sales & Service

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e. jmac.tesson@gmail.com
www.sharpterminator.us

Bronze Members

Volunteer Business Services (Ron Wilson)
John Kroencke, Ron Boyd

Join the Rotary Club of Victorville's "President's Circle"
with your monthly pledge to support Club projects:

Platinum: \$ 100

Gold: \$ 50

Bronze: \$ 25

It's never too late to be added to the "President's Circle". See Margaret for information.

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 • Stephanie La Farriere

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!

Nov. 22:



Dec. 5: Adelanto Rotary Off-Site
(Adelanto members only/limited space)

Dec. 10: Deadline for "Be an Angel"
(Christmas Party is final day - 12/13)

Dec. 13:



Home of Steve & Pam Murray

\$20/couple - 6:00 p.m.

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

UPCOMING

ROTARY PROGRAMS

- Nov. 27: The Rotarian Roast: Ben Tafoya**
(Yule)
- Dec. 4: San Bernardino County District Attorney, Mike Ramos - Topic T.B.A.**
(McEachron)
- Dec. 11: Christmas Program - Apple Valley High School "Sunsations"** under the direction of Dave Prince (Stringham)
- Dec. 18: Bob Haunschild - Topic: "Reducing the Effects of Heart Disease and Diabetes"**
(Cooker)

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