



The *Award Winning* Weekly Publication of the Rotary Club of Victorville

Dec.16, 2014

## Six Weeks Into His New Position as Publisher of The Daily Press

Steve Hunt introduced Donnie Welch, former business owner with more than 25 years experience in the newspaper industry, who was recently named the new publisher of the Daily Press. He worked in Honolulu for four years, improving their marketing strategies and readership. He then went to Burlington, Vermont, where he worked for a little over a year. An opportunity arose in Southern Utah, and he was happy to return home as Publisher of Spectrum Media for a bit, before moving to Southern California. He has seen many changes since his days in the sales department, where “cut and paste” had a more literal meaning than today’s digital cutting and pasting.

Donnie explained many of the aspects of readership, which, he states, is higher than it has ever been. Readers have gravitated to other platforms, and the digital offerings of major newspapers throughout the country is exploding. A large percentage of today’s readers utilize their Ipads, mobile phones, tablets, desktop computer, etc. as their platform to read the Daily Press, particularly the 18-24 age group. However, Donnie states, “millions more take the Sunday paper every week than watch the Superbowl!” Business knows how powerful this medium is, and they know where to put their advertising dollars.

Donnie has a passion for community newspapers, and is very supportive of working with city leaders to discuss the issues we face in the Victor Valley. In the works is an Editorial Board, made up of community members and Daily Press staff, and Donnie is hopeful that this Board can make an impact on key issues facing our communities; homelessness is one of those issues in his sights. Thanks, Donnie for getting a chance to meet you at Rotary!



### *Thank you to today's Functionaries*



**Invocation:** Van Young  
**Flag Salute:** Mark Taylor  
**4-Way Test:** Mary Hennessy  
**Song:** Al Castellucci

## THIS WEEK'S GUESTS



Guests were introduced this week by Red Badge member, Sandy Bannister. We welcomed Linda Cardinal of First American Bank (Castellucci); Owen O'Shea of the Salvation Army (Young); Bob Vance, Shriner from North Carolina, and Kevin Kane's Father-in-law; and James Johnson and Cathy Abbott of Victor Valley College (Ontiveros).

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



## Steve Sez...

**Brad Letner** began by thanking Rotarians for the 100 Angel Tree gifts, reaching our goal! Also, **Brad** shared that we have **also** reached our goal to purchase the heavily discounted refrigerator/freezer unit (thanks to Don Lager's Midway Home Solutions) for the Victor Valley Rescue Mission! As **Brad** stated, this season is a wonderful time for community service! **President Steve** also acknowledged the many years **Steve Flannery** has spearheaded the Angel Tree Program. None of these events would have taken place, however, without the spirit of generosity, which is an obvious trait of the Rotary Club of Victorville and its members; thank you to all who have participated in both of these efforts!

**Steve**, standing in for **Margaret**, pushed the sale of the Luci Lights as a great Christmas gift, so be sure to get your share; they would make great stocking stuffers as well!

**Steve** shared with us the annual visit to Ensenada with fellow Rotarians **Dan Dever**, **Russ Stringham**, and **Ben Tafoya**. They traveled through heavy rain the first day of their journey, all the way to the El Sauzal Orphanage, which we support in several ways. A load of toys were dropped off and they made a trip to the store with \$250 from the Club, which purchased groceries and makings for tamales. In town, the guys met with the President of our sister club and presented him with a \$1,000 check for food baskets for the poorest of the poor. The next morning, driving through mud outside of the city, they arrived at the school where baskets were being dispersed, and helped fill the baskets for the many, many recipient families. **Steve** said this experience was one of his very best "Rotary Moments". All are welcome to join next year in the experience, and we can be proud our monies go to this important project, where there is so much need.



## PROPOSED MEMBER

Approved for publication by BOD E/phone poll Nov. 6, 2014

### Charles R. Bair "Chuck"

Riter Aid - LaPaz

Position: Manager

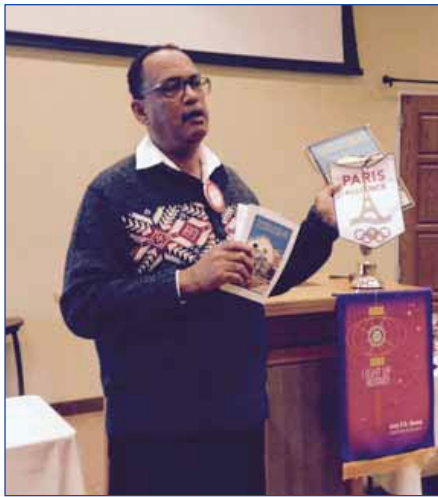
Classification: Retail: Pharmacy

Sponsor: Al Castellucci

*Note: If you protest the admission of this proposed member, please submit your reason(s) in writing to President Steve Murray to be received by 5:00 p.m. Dec. 22, 2014.*



Member Mark McKay has been doing some traveling in Europe, and exchanged flags with Rotary Clubs in Barcelona, Spain and Paris, France! He told us that the Paris Club has a non-profit winery, and proceeds from the sales of wine go straight into the eradication of Polio! He shared also that the Barcelona Club was founded in 1925, and brought his make-up cards for Margaret!



### THREE TRUTHS & A LIE...

Steve recited 4 details about one of our Rotarians...

- ★ I am a NAUI Certified Scuba Driver
  - ★ I have an IQ of 148
  - ★ I was a pole vaulter in high school
  - ★ I was drafted in the 8th round of the 1977 NFL Draft
- Guess who? (Read below for the answer.)

Mark Taylor, who says there is no 8th round in the NFL Draft! Correctly guessed by Bob Basen.

### WHAT'S IN MARGARET'S CAN??

**Collected this week: \$21.12**

**Collected to Date: \$11,833.55**

**Total equals: 86,419 Doses!**

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



*Don Lager*

One of Midway Home Solutions' happy customers is Cathy Abbott, who is positively delighted with the kitchen assembled for her by Midway. One could not have asked for a more gleaming testimonial from a consumer! Don continues to see retail sales improving in the past four years, and states we can't credit Washington, D.C. with this, but retailers and businesses who will keep this country coming back, like Don and our many other Rotarian businessmen and women among us!

### FINE & RAFFLE SESSION:



Time was short, and **Mark Taylor** made quick work of some fines: Wedding anniversaries were paid for by **Gary Adams**, 56 years = \$56; **Dwight Johnson's** 27 years netted him a \$27 fine; **David North's** 44th Birthday, worth \$44, and **Teressa DeAtley-Cooms'**

interruption cost her \$10. Many Rotarians brought raffle prizes this week, so am listing those donors: **Heritage Victor Valley Medical Group, Dr. Hough; Cat Country; Gentiva Hospice; McKay's Mortuaries; Stew and Diane Anderson; Bob's Tire; and El Dorado**



**Broadcasters.** Winners this week were: Mary Hennessy (2X); Gary Adams (6X); Russ Stringham (2X); Brad Letner (2X); Alicia Anderson (2X); Ben Tafoya (3X); Jim Cox; Mark Taylor, and Hough. **Brad Letner was VERY LUCKY, taking home the pot worth \$500!! Woo Hoo!**

Van Young thanked his fellow Rotarians who stepped up to help on Thanksgiving with meals, among other things at the Salvation Army over this holiday season. He acknowledged Steve Flannery, Holly Noel, Manjita Patel, and Mike Page.

Pictured below are several Rotarians who have also helped with the Angel Tree Program this year. Several vehicles left Tuesday's meeting to pick up tons of toys by the van/truck/carload stored at Bob's Tire Service, then caravanned over to The Salvation Army to deliver them. This was an impressive venture into the world of TSA at Christmastime! There were rooms and rooms and rooms filled with new toys, and a special "wrapping room" upstairs with very busy teenaged volunteers handling the gift wrapping. Another "Rotary Moment" for sure!!



## VICTORVILLE ROTARY CLUB OFFICERS

### Board of Directors

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

### Members-at-Large:

Rob Kilpatrick • Mark Taylor

### Positions & Committee Chairs 2014-2015

BOD Secretary .....	Marilyn Buttelwerth
Sergeant At Arms .....	Gary Adams
SongMaster .....	Al Castellucci
Club Activities .....	Dwight Johnson
Membership .....	Ben Tafoya
Programs .....	Mike Page
Publicity/Public Relations .....	Kevin Kane / Dwight Johnson
Scholarships .....	Ginger Ontiveros
Wine, Jazz & More .....	Dwight Johnson
Cards and Calls .....	Pam Murray
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

<b>MONDAY:</b>	San Bernardino East, Imperial Palace, noon Rotaract, 2nd Mon., VVC Student Activities.
<b>TUESDAY:</b>	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. University Prep Interact Club, 1:45 p.m.
<b>WEDNESDAY:</b>	Adelanto Club meets 1st, 3rd, & 4th Wed. at R&S Beverage Co., 17500 Adelanto Rd., Adelanto, 7 a.m.; 2nd Wed. at Chamber Rm., Maverick Stadium at 11:30 a.m.; 5th Wed. dark.  San Bernardino Crossroads, Hilton, noon, Barstow, Quigley's Outlet Center, Lenwood, noon University Prep, 7th and Forrester, 2:00 p.m.
<b>THURSDAY:</b>	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.
<b>FRIDAY:</b>	San Bernardino North, Elks Lodge, 12:05 p.m. Rotaract, 4th Friday, noon, VVC Student Activities



### Important Dates

## Mark your Calendar!



**Dec. 25: Merry Christmas**

**Dec. 31:**



**Jan. 8: Avenues of Service Meeting - 5:30  
Bob's Tire Service**

**Jan. 12: BOD Meeting - DCB Board Room  
2nd floor - Corner of Hesperia and  
Silica Roads. 5:00 fellowship, 5:30  
for Club, Foundation follows**

**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

- Dec. 23: Christmas Program (Yule)**
- Dec. 30: San Bernardino County Fire,  
Battalion Chief, Mike Wakoski**  
Topic: "Fire Service Incident Command  
- How you can use it in your own Busi-  
ness" (Munsey)
- Jan. 6: Deputy Sheriff Ryan Girard and Dare**  
Topic: "Sheriff's Bloodhound Program"  
(Lucia)
- Jan. 13: Public Safety Awards (De Atley) /  
Club Assembly / George Hensel  
Ethics Essay Contest**

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## The Joshua Tree

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