

The Joshua Tree

November 19, 2024

CHAMPION, CATALYST, AND CONVENER

This week the Club had a visit from **Mark Creffield**, President/CEO and **Shannon Shannon**, Chair of the Board of the Greater High Desert Chamber of Commerce (GHGCC), who shared the formation, successes and future plans for the Chamber and its members.



fee structure, expanded networking opportunities, and multiple office locations in Apple Valley, Hesperia, and Victorville. Perhaps most notably, the GHGCC delivers a unified legislative voice that influences policy at local, county,

The Greater High Desert Chamber of Commerce (GHGCC) was formed through the consolidation of four separate chambers: the Adelanto Chamber, Apple Valley Chamber, Hesperia Chamber, and Victor Valley Chamber. While the Barstow and Phelan Chambers opted out of participation, interest was expressed by the Lucerne Valley Chamber, showcasing the broad regional interest in creating a unified business organization.

and state levels, advocating effectively for business interests.

The creation of the GHGCC required meticulous planning. A new corporation was established, complete with bylaws and a budget. Resolutions for the merger were approved by the boards of the individual chambers, with member endorsement secured through informational meetings.

The GHGCC offers a streamlined approach to membership and services for businesses across the High Desert. By combining resources, services, programs, and events, the chamber provides a single membership

The mission of the GHGCC is to support and sustain a thriving regional business community through informed leadership, legislative advocacy, educational opportunities, and high-level networking. This mission is underpinned by core values:

This Week's Functionaries

- Invocation:** Bill Edwards
- Flag Salute:** Angel Espino
- 4-Way Test:** David North
- Fine Master:** David North

- Business Enhancement
- Connection and Promotion
- Community Involvement
- Legislative Advocacy

The chamber is particularly proud of its small business representation, with 62% of its membership comprising businesses with fewer than 10 employees.

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ARSALEE'S AVENUE

Thank you to Mark Creffield and Shannon Shannon for the Greater High Desert



Chamber of Commerce for taking time out of their busy schedules to share so much information on the Chamber, how it's run and where it is going. We look forward to having you back again!

Christmas is just around the corner and that means it is time to sign up for the annual Rotary Christmas Party happening on December 12th at Chateau Chang in Victorville. Sign up at Club meetings or with Bill Edwards. It is always a wonderful time and we look forward to seeing you there!

Please join us from December 13 - 15 for an annual visit to the orphanage and water tank project with our sister Club in Enseñada. There is a hotel special 2-night special with the third free. Please see Russ Stringham or Steve Murray for more information.

Until next time...

Arsalee

Creffield & Shannon

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Advocacy is a cornerstone of the GHDC. The chamber hosts monthly Legislative Action Committee meetings and actively participates in the Inland Empire Chamber Alliance and California Chamber Legislative Briefings. By taking a stand on over 60 state bills, including opposing "job killer" bills and supporting "job creator" initiatives, the GHDC has established itself as a vital player in shaping business-friendly policies.

In 2024, the chamber earned a spot in the prestigious California Chamber President's Circle, recognizing its outstanding contributions. Additionally, through its Political Action Committee (HD PAC), the GHDC supported candidates, with 59% of endorsed individuals winning their elections.

The GHDC has outlined ambitious goals for 2024-2025:

Speaker Series: Hosting 6–8 sessions on business topics to inspire and educate members.

Membership Growth: Aiming for a 25% annual increase in membership while reducing attrition.

Futurus Foundation Enhancements: Revamping bylaws and exploring new community initiatives.

Young Business League (YBL): Equipping High Desert youth with entrepreneurial and leadership skills while fostering connections with local business leaders.

Strategic Planning: Developing a 5-year strategic plan with clear milestones for long-term growth.

The GHDC is committed to being a champion, catalyst, and convener for the business community. It fosters growth, brings together leaders and influencers, and advocates for a stronger, more unified regional economy.

The Greater High Desert Chamber of Commerce stands as a testament to the power of collaboration, ensuring the High Desert's business community thrives for years to come.



THE MAGIC OF ROTARY

Big Blue Poker Chip



Margaret Cooker had the chance to draw the Blue Chip, but she drew green and left it for another Rotarian to try next time. We will continue the opportunity next week with 5 chips and \$400 for the lucky Rotarian who can draw the Blue Chip!

Raffle



David North donated some Italian Chocolate and a bottle of wine, and both will be enjoyed by winner Margaret Cooker.

Rotary Guests

This week, we welcomed Sylvia Harris, VTA Operations manager who attended as a guest of Chris Ackerman and Alejandra Martinez attended with Angel Espino.

Our Stand-ins this week were Stefanie Montoya for President Bryan Gillespie and Tisha Lopez for Chris Ackerman.

Fine Session

David North was our Fine Master and began by asking Angel Espino in the state of the current financial market if David can retire. Angel said no and he received a \$20 fine. Margaret Cooker has a birthday on November 28th and as a wonderful birthday present received a \$20 penalty, and Bill Edwards would have received the same for his birthday on November 25th, but since he has the Spoon of Exemption, he was not levied a penalty.

The final fine of the day went to Dr. Ron Boyd in the amount of \$20 because he hasn't attended for a while.

Spoon of Exception



Bill Edwards had another week with the Spoon and shared sponsorship opportunities available for the Rescue Mission Alliance's Gala, entitled "Pursuit" coming up in March 13, 2025 celebrating their 25th Anniversary! The event will feature dinner, live music and auction items. Sponsorships range from \$20,000 to be a Platinum Sponsor, to a \$1000 table sponsorship and more in between. Get more information at vrescuemission.org/fundraiser.

The Polio Pig

Collected this week: \$8.00

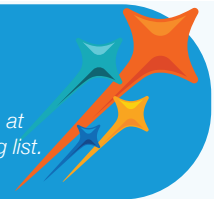
Polio Pig: \$3 + Chip (Margaret Cooker) \$5 = \$8.00

Collected to Date: \$20,902.83

Total equals: 102,784 Doses!

One dollar equals 2 Doses of Vaccine!

\$500 pays for a Polio Clinic!



VICTORVILLE ROTARY CLUB OFFICERS

Board of Directors

President 2024-2025	Bryan Gillespie
President 2025-2027	Bill Edwards
President 2027 - 2028	Please be Interviewed
Immediate Past President	Steve Murray
Executive Secretary/Foundation/Grants	Margaret Cooker
Treasurer/Scholarships	David North
Youth Services/Ethics Essay	Ron Boyd
Club Service & Membership	Bill Edwards
Community Service/Speech Contests	Mike Johnson
Vocational Service	Please Volunteer
International Service.....	Ben Tafoya
Member At Large, Young Leaders Contact.....	Arsalee Morales
Member At Large, Special Projects	Rob Kilpatrick

Members-at-Large: Bob Basen, Darron Poulsen, Angel Espino

Positions & Committee Chairs

BOD/PP Secretary.....	Pam Murray
Special Billing	Esther Mears (TBD)
Public Service Awards	Please Volunteer
Teacher Mini-Grants	Angel Espino
Dan Stover Music Contest.....	Angel Espino
Joshua Tree Editor	Chris Ackerman
Read B4K	Please Volunteer
Foundation & Grants	Margaret Cooker
Food Baskets.....	Please Volunteer
Interact (Junior Rotary).....	Please Volunteer
Programs	Mike Page
Fundraising	Stefanie Montoya
S.T.A.R. Students	Angel Espino
Club Learning Facilitator.....	Please Volunteer

The Victorville Rotary Club meets every Tuesday for fellowship
at 11:30 a.m. and meeting at 12:00 noon at the Bear Valley
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:	San Bernardino Crossroads, Hilton, noon, Barstow, DiNapoli's Firehouse, 1358 E Main St, Barstow, CA
THURSDAY:	Apple Valley, Rusty Bull, 13685 John Glenn Rd, Apple Valley, Noon. 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

- Dec 2:** **Board of Directors Meeting**
5:00pm Fellowship
5:30pm Board Meeting
Location: Robar Enterprises
17671 Bear Valley Road, Hesperia, CA
- Dec 12:** **Rotary Christmas Party**
6:00pm • Chateau Chang
Sign up at club meetings or contact Bill Edwards for meal choices for you and your guests.

Upcoming Programs

- Nov 26:** Lt. Col. Tony Marshall, USAF Retired
TOPIC "More Stories as a Fighter Pilot and my Time in the USAF and Vietnam" (Page)
- Dec 3:** Bobby Clemmer, Fire Chief, City of Victorville
TOPIC "My Background and Vision for the Victorville Fire Department" (McEachron)
- Dec 10:** Randy German, Sheriff Captain
TOPIC "Introduction and Update on Public Safety in Victorville" (McEachron)
- Dec 17:** Michelle Lynn and Henry Phan, Providence St. Mary
TOPIC "Bringing Physicians to the High Desert" (Page)
- Dec 24:** **DARK**

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