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### EDITOR

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### POMONA ROTARY

740 N. Garey Ave.

Pomona, CA

91767-4614



"Service Above Self"

### MAKE-UP LOCATIONS

#### TUESDAY:

COVINA - Sunrise 7:15 am  
South Hills Country Club  
2655 N. Citrus Ave., West Covina

RANCHO DEL CHINO - 7:15 am  
Papachinos Grill & Greens  
14501 Ramona Ave., Chino

WALNUT VALLEY - 7:15 am  
The Diamond Bar Golf Club  
22751 Golden Springs Dr., Diamond Bar

#### WEDNESDAY:

CHINO - 12:00 pm  
Chino Community Building  
5443 B. St., Chino

CLAREMONT - Sunrise 7:15 am  
St. Ambrose Episcopal Church  
830 W. Bonita Ave., Claremont

SAN DIMAS - 12:00 pm  
Via Verde Country Club  
1400 Avenida Entrada, San Dimas

UPLAND - 12:00 pm  
Landecena Community Center  
1325 E. San Bernardino Rd., Upland

WEST COVINA - 12:15 pm  
South Hills Country Club  
2655 S. Citrus Ave., West Covina

#### THURSDAY:

COVINA - 12:10 pm  
South Hills Country Club  
2655 S. Citrus St., West Covina

LA VERNE - 7:30 am  
Univ. of La Verne President's Dining Room  
1950 3rd St., La Verne

ONTARIO - 12:00 pm  
DoubleTree Hotel  
222 N. Vineyard Ave., Ontario

#### FRIDAY:

ARCADIA - 12:00 pm  
Embassy Suites  
211 E. Huntington Dr., Arcadia

CLAREMONT - 12:00 pm  
DoubleTree Hotel  
555 W. Foothill Blvd., Claremont

or go to:  
[www.rotary.org](http://www.rotary.org)



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ROTARY:  
MAKING A  
DIFFERENCE

Official Bulletin  
Pomona Rotary Club

President's Theme:  
*"Be Inspired By Our Service"*  
Victor Caceres, President

Rotary International President:  
Ian H.S. Riseley  
Sandringham, VIC, Australia

District Governor:  
Raghada Khoury  
Apple Valley Club, CA

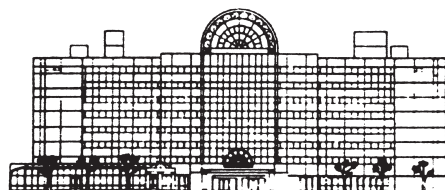
Founded 1921  
Club #797

[www.pomonarotary.org](http://www.pomonarotary.org)

## The Four-Way Test

*of the things we think, say or do.*

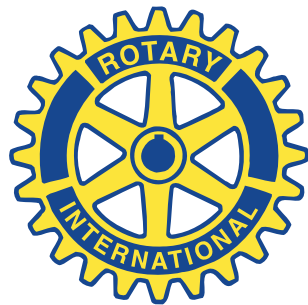
- First - Is it the TRUTH?
- Second - Is it FAIR to all concerned?
- Third - Will it build GOOD WILL and BETTER FRIENDSHIPS?
- Fourth - Will it be BENEFICIAL to all concerned?



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What do we do? Improve people's lives! Where do we do it? Locally and globally! How do we do it? Through service!



Rotary is a dynamic community service organization which supports charitable causes locally and world-wide. Rotary International has over 1.2 million members in over 100 countries.



Care to see all photos from last week?  
View and download them here:  
<http://bit.ly/PRotary51518>  
or scan QR Code

May 22nd, 2018

## THIS WEEK'S PROGRAM

May 22 - Teresa Campbell - SSA

## FUTURE PROGRAMS AND EVENTS

May 29 - Andrew Quinones

Jun 6 - Nora Garcia - Pomona Library

Jun 12 - Diana Miranda - Life Works

Jun 19 - Lisa Kessler - CalPoly Agricultural College

Jun 26 - Victor Caceres - Closing Report

## WEEK (Mar 15<sup>th</sup>, 2018)

## GUESTS AND VISITING ROTARIANS

Chris Haddon joined Bernie Bernstein. Juanita Preciado-Becerra joined Ron Vera. 2 points for team Holt.

## CURRENT MEMBERSHIP GAME STANDINGS

Grand	3	Garey	4	Holt	2
Indian Hill	2	Mission	1	San Antonio	0

## AROUND THE CLUB

PUSD was able to raise over \$6,500 to cover Garey High School's InvenTeam's travel cost for attending Eureka Fest at MIT this July to present their prototype of a new device to monitor the health of a diabetic foot. This included over \$1,000 donated by Pomona

Rotarians, which in turn inspired the PUSD board to provide an additional \$1,700. A big thank you to everyone who donated so generously!

On Pomona Beautification Day, we planted 5 California Pepper trees at Kellogg Park to begin meeting Rotary President Ian Riseley's challenge to plant one tree for every member. A big thank you to everyone involved, which included students from CalPoly Pomona, members of the San Gabriel Valley Conservation Corps and a few local residents.

## PRESIDENT'S MOMENT

Planting one tree for every Rotarian in the world.

## ANNOUNCEMENTS

- We will be feeding the homeless on May 22<sup>nd</sup> at 5:30 p.m. at the Pomona Armory. If you are available to help out, contact Carol Wilt for information.
- The Pomona Police Department is holding an Open House on May 19<sup>th</sup> from 9 a.m. to 1 p.m. at the Department at 490 W. Mission Blvd..
- Tri-City Mental Health is planning to expand their clinic's parking lot at 2018 N. Garey Ave. and is looking for a partner to help move around 20 fully-grown trees that are currently standing on the land.
- President Victor Caceres is inviting us all to a Poolside Chat at his house on June 28<sup>th</sup> at 6 p.m. to reflect on his year as our president.

## MEMBER RECOGNITION - Darren Krohn

- A big thank you to **John Forbing** for planting more trees than anyone else on Saturday and to **Ron Vander Molen** for organizing the tree-planting event.
- A big thank you also to **Markus Ansmann** for putting together our bulletin every week and to **Hue Banh** for assisting President Victor Caceres.
- Happy birthday to **Rosanne Bader**.
- We're happy to have **Bernie Bernstein** back from the 738mi maiden voyage to Utah of his new motor home and **Chris Yi** from his trip to China and South Korea.

## PROGRAM - Dave Allen - Future of Newspapers

As more and more people consume their news online, many traditional print newspapers are fighting for their relevance and often their survival in the new digital world. Their bottom line is currently hit by many different challenges at the same time. The first challenge is changing demographics: Even though many of today's adults under 40 still grew up with their parents regularly reading a print newspaper, this tradition did not pass on to their generation and the overwhelming majority of them do not subscribe to a print paper themselves and instead consume their news online. Thus, as the cohort of their parents is shrinking, so is the customer base for newspapers. This generational change is one of the factors that has contributed to challenge number two: The loss of



advertisers. In addition to following their customers online, advertisers have also become more savvy in print advertising and first moved from in-paper ads to full-page inserts in the paper, which were already much cheaper, and then moved to simply mailing these inserts independently of the paper, reducing cost even further and removing the paper from the loop entirely. As a third challenge, classifieds are also going away as online services like Craigslist offer a free and often more flexible or convenient alternative. The fourth challenge is that the cost of printing is on the rise, primarily due to a lack of paper mills in the United States combined with tariffs on alternate sources in Canada or other countries. The resulting drop in income has started a vicious cycle by forcing many papers to lay off writers, which reduced the quantity and quality of the papers' content, which reduced readership and thus profits even further. Many papers have tried to follow their readership online by posting stories on Facebook or making them available for free on the paper's website. In a way, though, this has made the problem even worse as it has created an expectation that news should be free and reinstating pay-walls is now proving quite difficult.

GOOD FOOD  
+  
GOOD DRINKS  
=  
GOOD FUN

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