



the CLARIFIER

CLAREMONT ROTARY NEWSLETTER

SERVICE ABOVE SELF

Claremont Rotary Year 92 | Week 3 | January 17, 2020

Program: Future of the Claremont Courier: Peter Weinberger *submitted by Bill Burrows*

The Courier has been owned and operated by the Weinberger family since 1955, when Peter's father Martin purchased the newspaper from Stan Larson. Rotarian **Peter**

Weinberger, who was born and raised in Claremont, moved back in 2007 to take over the business because of Martin's failing health.



Over the years, the Courier's readership has remained strong and steady, especially considering the additional 10,000 followers from their website, Facebook, Twitter, YouTube and Instagram. That's in addition to over 8250 readers each week for the print edition. The good news is the Courier's reach in 2020 has never been greater.

But even with the increased readership, the business model is in a precarious state. Like thousands of community newspapers around the country, the main sources of income from advertising and subscription revenue have hit a ceiling. In fact, in most communities print revenue has dropped considerably. The Courier has stayed healthy because of cost controls from technology upgrades for the production of the print edition.

Now in 2020, revenues remain flat with production costs increasing at a double-digit yearly rate. Since the Courier is totally independent, there are no investors, corporate offices, or other publications to offset costs. Merging and purging has been the name of the game for the newspaper industry, but not for the Courier.

While tech giants Google and Facebook help publishers connect with readers and customers, they also take over

80 percent of our country's digital revenue. And Peter maintains that it's killing local news.

The Courier is not going out of business, so the staff must remain committed to producing a great print edition, while using digital news delivery platforms to generate more revenue. That process has already begun with the numerous improvements implemented throughout all editions.

Based on extensive reader feedback, Peter provided a partial list of improvements:

- Redesign of the print edition with an easier-to-read format.
- More local stories focused on Claremont people and businesses.
- A complete overhaul of the popular mobile (smartphone) website. Over 50 percent of online readers currently [read the Courier](#) on their phones.
- Premium subscription to better engage readers and advertisers, creating win-win scenarios.
- A no-cost print ad for the advertiser of the week has been introduced to help promote Claremont businesses. **Arman Ariane** from Xerxes was the first recipient. (To be sure, a fine for Arman is coming next week!)

There's a lot more coming and Peter will highlight those changes in his Courier column this Friday.

During his talk to Rotary members, he thanked the audience for their longtime support, while asking them to keep an open mind with the initiatives the Courier is working on.

In the end, **Frank Hungerford**, a life-long Claremont resident, offered a strong endorsement and testimonial in support of Peter and the Claremont Courier. The Courier is the best source of local news, whether in print or online. It enables residents to be active, engaged citizens in our community.

CLAREMONT ROTARY: THE MEETING submitted by Chris Shaner

President **Cameron** rang us into full alert in the upstairs meeting room. Song Leader **Karen Sapio** led our opening song and *My Country Tis of Thee*, and **Peter Weinberger** led the Pledge.



WELCOME GUESTS

Greeter **Abe Esquibel** introduced guests, including El Roble Interactors and their advisors (see right column insert).

Jim Lehman introduced Lynette Brown and Fran Lehman (Jim's wife) from the Priceless Pets Center in Claremont.

Karen Sapio introduced her son Clayton Becker, attending college in New York. Clayton read a missive from former Rotary exchange student Philippe Schickler about his experience now at Mississippi State.

Arman Ariane introduced his friend of 25 years, Mark Mahfoud, President of Homewell Insurance Services in Ontario.

Zoe TeBeau introduced Rachel Fagg of the Courier staff.



ANNOUNCEMENTS AND EVENTS

President **Cameron** has arranged a tour of the Graber Olive House Factory on **Sunday January 26 at 2 pm**. Be there!

Cameron encouraged members to find time to help with two important local initiatives: Claremont Homeless Advocacy Program (CHAP), and the Claremont Senior Nutrition Program. For more information, **contact Anita Hughes**.

Rotary Work Day II (tbd) is coming February 1. Save the date

Together We Prepare is scheduled for **February 19, 20, 21**. **Rich Laughton** pointed out that sign-up sheets are on the tables. It's an all-club event and all hands are needed, especially on Friday, Feb 21.

Jim Elsasser announced the Dan Stover Music Competition on **Saturday, Jan 25th at 9 am** at the CHS music building.

Services for Jackie Stickels will be held on Feb. 1st at 9:30 am at 811 N. Mountain Avenue in Ontario followed by a reception at her daughter Carol Bradford's house. Jackie and her husband Jim (President 1988-89) were active for many years in Claremont Rotary, as memorialized in the James Stickels New Member Award, most recently earned by Susie Ilsley for '18-19.

The RI World Peace Conference is this weekend at the Ontario Convention Center. (See article, page 4)

Priceless Pets Thanks the Club

President **Cameron** introduced Lynette Brown and Fran Lehman from the Priceless Pets Center in Claremont. Priceless Pets was founded in the early 90's and now has 3 locations, Claremont, Chino Hills, and at Pet Smart in Chino Hills. Last year they helped 2663 pets find homes! Lynette thanked the Club for donating \$1,000 to help them pursue their good work with pets of all shapes and sizes.

El Roble Interact Report

Six student leaders from the El Roble Interact Club introduced themselves. Natalie DeWees, Rena Jacobus, Daniella Ceccarell, Carson Paul, Jonathan Coleman, and Abbygale Sanchez.



They joined Interact because of strong word-of-mouth referrals from former members that Interact was fun and productive. All related the common desire to serve their community more actively.

The team shared the success of their participation in events so far in the year: Book Drive at School for replacing lost or damaged books, to help teachers out; a Leukemia/Lymphoma Society Fundraiser where they sold wrist bands and made \$200; Meals on Wheels where they made 47 Holiday Cards for the recipients of the meals; and help provided for Cub Scouts and Bikes for Kids.

The Club's three adult advisors, Phyllis Epling, Natalie Conzo and Heather Lyn also spoke enthusiastically about the fun in learning about leadership. They clearly enjoy the experience too! Vice Principal Chantal Welch attended and supports from the wings.



SERGEANT Susie (one I) Ilsley

For a small contribution to the pig, Susie (after enjoying her personal salad dressing) allowed **Bonita Ramos** to talk about the Ability First Annual Fundraiser with Chocolate Dipped Strawberries to be available on February 13 and 14 in time for Valentines Day. She will deliver them to Rotary on Friday the 14th, handy if you want to avoid forgetting your sweetie on that day. Let Bonita know if you're interested in ordering.



Harry Sparrow was fined for doing a great job last week as Sergeant.

All our red badge new members present were asked to stand and pay a fine. **Abe Esquibel, Felix Villanueva, Ned and Chrissy Paniagua, Sean Harrison, Barbara Troxell and Frances Limbe** stood and paid up!

Editor **Buff Wright** misspelled Susie Ilsley's last name in last week's Clarifier, again. She acknowledged how difficult it is to see two I's late at night when she typically posts the Clarifier.

And last, **President Cameron** was called out for receiving at least \$1000 from members for Claremont Rotary Foundation that he promised to match last week. Bravo!



Social Networking

The Club's January 16 social meeting at Gus's BBQ was fun and tasty! These events patronize vendors for the Taste of Claremont and give members and guests an opportunity to mingle outside of a formal meeting. All are welcome! (and it counts as a makeup!)

Attending this event were John Tulac, Anita Hughes and granddaughter Caitlyn, Susie Ilsley, Cameron and Barbara Troxell, Armando Armenta, Mark and Kelly Carson, Lyn Childress, Kebokile Dengu-Zvobgo, Jason Miranda and Nona Tirre, Gwen Tellmer, guest of Sylvia Whitlock, and Buff Wright.



3 Truths and a Lie

Today's Contestant: Anita Boling



1. I won first place in every sewing contest at my high school, then won second place in the "Make it Yourself with Wool" contest for California. (*Wait, there were high school sewing contests?*)
2. While at UCLA nursing school, I turned down a prestigious scholarship because I wanted them to give it to someone in financial need instead.
3. At a Ugandan diaspora conference, I met the Vice-president of Uganda and the Queen Mother of Bazou, Camaroon. The Queen and I get together regularly in Los Angeles.
4. My daughter Christy graduated from Johns Hopkins Medical School, did her internship, residency, fellowship and a Masters in Public Health at Duke, and is currently teaching, completing a Masters in Informatics, serving on two FDA panels in Washington DC, while raising 5 children ages 1 to 8.

#4 is amazing but true. The lie is that while the Queen Mother is a friend, they don't meet regularly in LA.

Inspirational Thought of the Day

John Howland introduced four Winston Churchill quotes for our reflection.

One ought never to turn one's back on threatened danger and try and run away from it. If you do that, you will double the danger. But if you meet it promptly and without flinching, you will reduce the danger by half. Never run away from anything. Never.

An appeaser is one who feeds a crocodile - hoping it will eat him last.

It is a mistake to try to look too far ahead. The chain of destiny can only be grasped one link at a time.

All great things are simple and many can be expressed in a single word: freedom, justice, honor, duty, mercy and hope.



Submitted by Buff Wright

Sylvia Whitlock, Kebokile Dengu-Zvobgo, and I attended the Rotary World Peace Conference January 17-18 at the Ontario Convention Center. Rotary peace conferences serve to inspire action and provide effective tools for success to build peace. Over 100 breakout sessions were held in 13 different tracks: Personal/ Home, Education/Literacy, Community, Workplace, International, Peace Graduates, Human & Civil Rights, Diplomacy/War, Religion & Spirituality, Mainstream & Social Media, Sustainability, Global Trade & Economic Development, and Empowering Women.



We heard so many inspirational speakers, and stories that could break one's heart. Dr. Fozia Alvi, nominated for a Nobel Peace Prize, was helping refugees in camps in Bangladesh to recover from their horrible exodus from Myanmar. Dr. Ira Helfand is a physicist speaking out against nuclear war (who wouldn't?) and he is ceaseless in his drive to find support for denuclearization around the world. I signed his petition; as lame as that action seemed in the larger scheme, it's what I could do on that Saturday and I felt good about it. Actresses Kat Graham and Patricia Heaton talked about using their celebrity to bring attention and funding to water and other humanitarian projects around the world.

In a breakout session, I was transfixed by Bonnie Emerson who is a Rotary Peace Fellow and an indigenous police officer in Canada. She used what she had learned to lead a project to organize public and private services to help indigenous people in danger of living lives too often in and out of jail to break the cycle for their families. It's working! I learned about a group that trains service dogs for disabled people that engages prisoners in the second phase of the training process, giving the prisoners an opportunity to learn a skill and the importance of positive discipline, and to serve others. It has achieved a low-low prisoner recidivism rate of 1%!

I was especially inspired by Darran Moss, a UN Humanitarian

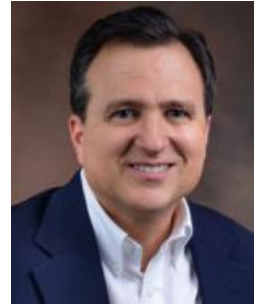
Affairs officer and a wonderful speaker, who is on the ground and at the table when there are discussions about forcibly displaced persons (there are 70.8 million worldwide) that are critical to keeping the peace. (BTW, the US is not even close to being one of the top countries to provide refuge. The top five are Turkey, Pakistan, Uganda, Sudan and Germany.) Darran was one of RI's original Peace Fellows. A quote from his talk:

I have sat with Taliban affiliates, I have sat with victims of abuse, with diplomats, with politicians, with people who have lost everything and everyone and with the people who have taken it away, and the message that always rings clearest in my mind at the end of these interactions is be more humane, be more open, be more tolerant, be more principled, don't stand on the sidelines when you need to be on the court. . . . Be left wing, be right wing, but don't forget that both wings are attached to the same damned bird."

While his level of engagement has passed me by professionally, I am so grateful that he aspired to his role.

Most Rotarians are people just like you and me. We're good hearted, service-minded people who enjoy being part of a group that does significant good, locally and globally. We encourage people to do more than attend meetings and write a check; we urge Rotarians to do hands-on work, especially in our communities. And we do! Our club trains middle schoolers to do CPR and be prepared for emergencies. We send a delegation to Mexico to build a simple house in a day, with a program that engages the new homeowner in community service for several years leading up to the build. (I've enjoyed being the paint boss, trying to keep the carpenters from getting ahead of the process so we could do our work in sequence, making a better house for the deserving recipients.) We give bikes to needy kids at Christmas, support the scouts and little league, and send middle school and high school students to Teen Leadership Camp (TLC) and the Rotary Youth Leadership Awards (RYLA) camp to train leaders for the future. As a club, we also fund international projects, supporting education and creating convenient potable water that frees women and children to spend more time in education and other productive activity, which in turn, builds a more peaceful world.

We can all be proud of what we achieve in the name of peace. And these are just a few of our activities. We help save the world, sometimes one child at a time. Can we do more? Rotary's Peace Conferences help inspire us to strive for peace in all endeavors.



Cameron Troxell
Claremont Rotary
President
2019-2020



UPCOMING PROGRAMS & EVENTS

Jan 24	Pilgrim Place, Ron Bolding, CEO
Jan 31	Political Situation in Spain, Juli Minoves-Triquell
Feb 7	Bringing High End Cancer Care to our Community Dr. Larry Wagman, City of Hope
Feb 14	4-Way Speech Contest

Photo of the Week



Graphic and picture by Rotary International



All We Do Is About Peace

I am just a humble pig, what can I do?

Just keep collecting money for Polio. Efforts to promote health take big steps toward peace. Every dime helps vaccinate a child.



Bacon Bits

Let's fill up the pig!



Sergeants committee meets every Friday at 11:30 AM in the Orchard Lounge at the DoubleTree Hotel and anyone with information to share is welcome!!

Clarifier Committee

- Bill Burrows
- Mike DeWees
- Lark Gerry
- Bobby Hyde
- Jim Lehman
- Steve Schenck
- Chris Shaner
- Harry Sparrow
- Peter Weinberger
- Buff Wright, editor



On line:

Information about the club and back editions of this newsletter are always available on [DACdb](#) and www.claremontRotary.org

Join us on Facebook:

www.facebook.com/RotaryofClaremont

Club [Bylaws/Policies](#) are posted for member access on DACdb

January Birthdays

- Frank Hungerford 1/16
- Anita Boling 1/17
- Butch Henderson 1/21
- Chuck Cable 1/22



Notes: Chris Shaner (meeting), Bill Burrows (program). Photos: club members
The Claremont Rotary Club meets at the Claremont DoubleTree on Foothill at 12:10pm