



# The Joshua Tree

May 12, 2026

## HOW WILL WE BE REMEMBERED IN 2050?

Incoming Rotary Club of Victorville President **Brad Letner** challenged fellow Rotarians this week to think beyond the next year and instead focus on what the Club could become by its Centennial Year in 2050. During his presentation, Letner emphasized that while individual members may someday be forgotten, the impact of Rotary's work can continue to shape the community for generations.

Brad reflected on how Rotary has historically changed lives through service, even when those helped may never personally know the people behind the work. At the same time, he acknowledged that the world itself has changed dramatically. Business culture, family engagement, and community expectations are all different today than they were decades ago, and service organizations across the country, including Rotary, Lions Clubs, and others, are seeing declining membership in the United States even as international membership grows.

Rather than viewing those changes negatively, Brad encouraged members to embrace adaptation and



innovation. He shared that his vision is not simply a one-year presidential agenda, but the beginning of a 25-year strategy designed to ensure the Rotary Club of Victorville remains strong, relevant, and impactful for future generations.

One of the major proposals discussed was a new hybrid meeting model. Instead of the traditional weekly lunch-only format, Brad proposed two lunch meetings per month combined with new evening opportunities focused on outreach, fellowship, and service. Under the proposal, the fourth Tuesday of each month would become a Community Outreach Meeting featuring motivational speakers, elected officials, civic leaders, and community partners. The second Tuesday would become a Family Fun Night where Rotarians could bring spouses, children, and guests for activities such as game nights, golf outings, and other social gatherings designed to strengthen relationships and attract prospective members. Fifth Tuesdays would become "Action Tuesdays" focused entirely on community service projects.

Brad also introduced what he called the "Impact 2050 Filter," encouraging members to evaluate projects, programs, expenses, and priorities through one simple lens: "Will this leave an impact on our community?" He challenged Rotarians to examine both their calendars and checkbooks to determine what truly matters and whether the Club's efforts are creating lasting value.

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### This Week's Functionaries

**Invocation:** Chris Ackerman

**Flag Salute:** Ben Tafoya

**4-Way Test:** Dr. Ron Boyd

**Fine Master:** Ryan McEachron



## MURRAY'S MINUTE

Thank you to Brad Letner for laying the foundation to the membership on his 25 year plan for our

Club. I appreciate not only his leadership, but his compassion and commitment for Rotary in all he thinks, says, and does!

Thank you to everyone who came and helped out to make our joint Golf Tournament with the Apple Valley Club a huge success. It was a great first event and we hope to have it happen again next year!

This week, I was proud to join Brad Letner, Maureen Mills and other Club members for the Read B4K Graduation Ceremony! We had 25 graduates this year and it was a wonderful event. Photos will be available soon.

Less than 60 days until we draw for our big 50/50! We are currently hovering around \$800 with half of that money going to one lucky Rotarian! Let's keep building that pot and push it past the \$1000 mark! Each ticket is \$5 or you can purchase 5 for \$20. Winner will be drawn on June 30, 2026.

District Assembly will be held on May 23rd at Granite Hills High School. If you plan to be on the Rotary Board of Directors, it is important for you to attend. The event will also have the finals for the Speech and Music Competitions!

Steve

## Brad Letner

*Continued from page 1*

Looking toward the future, Brad shared several ideas for what the Victorville Rotary Club of 2050 could look like, including leadership development pipelines, mentorship opportunities pairing young professionals with established community leaders, and associate memberships for organizations that focus on people rather than corporate branding. He also stressed the importance of measurable community impact and maintaining a culture willing to adapt to change over time.

The presentation sparked thoughtful discussion among members. **Chris Ackerman** of VVTA suggested the Club expand its digital presence through live streaming, content engagement, increased marketing, and more press releases to better tell Rotary's story to younger professionals to attract them to Rotary. **Mike Page** of Providence St. Mary Medical Center recommended conducting an online membership survey to gather additional feedback from members. **Craig Garrick** of ComAV offered what he described as the key question Rotary should answer moving forward: "What does our community need to thrive?" He added that if Rotary can answer that question, the Club will discover its mission moving forward.

Brad concluded the presentation with a Greek proverb that captured the spirit of his long-term vision:

"A society becomes great when its elders plant trees knowing they will never sit in their shade."

He then left members with one final challenge: "What will we plant for future Rotarians?"

Rotarians are encouraged to share their ideas and feedback with Brad by emailing [bradletner@yahoo.com](mailto:bradletner@yahoo.com).

# UNITE FOR GOOD

## Big Blue Poker Chip



*Ryan McEachron had the opportunity to draw the Blue Chip but picked green this time around.*

*We will continue next week with 12 chips and \$250 for the lucky Rotarian who can draw the Blue Chip.*

## Fine Session



**Ryan McEachron** was our Fine Master and only gave out one fine...to himself! Ryan shamelessly plugged ISU ARMAC Insurance after **Don Kennard** completed sharing his driving safety tips with the Spoon of Exemption, which resulted in a \$10 penalty.

## Scholarships

At this week's Rotary meeting, President **Steve Murray** passed along four scholarship checks, each for \$500, to **Kirsten Acosta** for students at Cobalt High School and University Prep.

## Raffle

This week **Pam Murray** donated a set of hand soap and sanitizer, plus a bottle of Sutter's Home Wine, both that will be used by **Ben Tafoya**. **Jim Murray** took home a candle and **Don Kennard** won a coffee cup warmer from **Ryan McEachron**!

## Spoon of Exception



**Don Kennard** had another week with the Spoon and used the opportunity to share an important message about safety around cement trucks on the road. Don urged members to give these large vehicles plenty of space, especially on the 15 Freeway, where

dangerous blind spots and reckless driving around trucks have led to tragic accidents and fatalities.

Don also shared several simple reminders for safer driving: always use your turn signal when changing lanes, move over and let impatient drivers pass rather than escalating the situation, and "let them ruin someone else's day." And perhaps his strongest message of all, for goodness' sake, get off your cell phone! As Don pointed out, we drove for years without them.

His final message to the Club was simple: Be safe and be nice.

## CLUB ASSEMBLY JUNE 2, 2026

### REVIEW AND APPROVE:

**Budgets for 2026-2027**

**Board of Directors for 2026-2027**

**President for 2027-2028**

### Proposed Board 2026-2027

Steve Murray - Past President  
Pam Murray - Executive Secretary  
Darron Poulsen - Treasurer  
Bryan Gillespie - Marketing Chair  
Jon Hove - Foundation Chair  
Ben Tafoya - International Service  
Ryan McEachron - Youth Service  
Arsalee Morales - Club Service  
Craig Garrick - Community Service  
Angel Espino - Vocational Service  
Ron Boyd - Director  
Bob Basen - Director



**VICTORVILLE ROTARY CLUB OFFICERS**

**Board of Directors**

President 2025-2026 .....	Steve Murray
President 2026 - 2027 .....	Brad Letner
Immediate Past President/Club Service .....	Bryan Gillespie
Executive Secretary/Grants .....	Steve and Pam Murray
Treasurer .....	Darron Poulsen
Youth Services/Ethics Essay .....	Dr. Ron Boyd
Foundation.....	Darron Poulsen
Club Service & Membership .....	Bryan Gillespie
International Service.....	Ben Tafoya
Youth Service .....	Ryan McEachron
Community Service .....	Arsalee Morales
Vocational Service .....	Angel Espino

**Members-at-Large:** Bob Basen, Ron Boyd, Steve Murray, Ron Boyd, Rob Kilpatrick

**Positions & Committee Chairs**

BOD/PP Secretary.....	Pam Murray
Scholarships.....	Kirsten Acosta
Billing.....	Pam Murray & Darron Poulsen
Public Service Awards.....	Arsalee Morales
Teacher Mini-Grants .....	Angel Espino
Special Projects.....	Rob Kilpatrick
Dan Stover Music Contest.....	Angel Espino
Joshua Tree Editor .....	Chris Ackerman
Read B4K .....	Brad Letner
Grants.....	<b>Please Volunteer</b>
Food Baskets.....	Ben Tafoya
Interact (Junior Rotary).....	<b>Please Volunteer</b>
Programs .....	Mike Page
Fundraising .....	Brad Letner
S.T.A.R. Students .....	Chris Ackerman
Club Learning Facilitator.....	<b>Please Volunteer</b>

**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**

<b>MONDAY:</b>	San Bernardino East, Imperial Palace, noon
<b>TUESDAY:</b>	Rancho Cucamonga Sunrise, 7:15 a.m. Empire Lakes Golf Course Rancho Cucamonga, 12:00 p.m., Etiwanda Gardens
<b>WEDNESDAY:</b>	San Bernardino Crossroads, Hilton, noon, Barstow, DiNapoli's Firehouse, 1358 E Main St, Barstow, CA
<b>THURSDAY:</b>	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
<b>FRIDAY:</b>	San Bernardino North, Elks Lodge, 12:05 p.m.

**Calendar Dates**

- May 21** **Apple Valley Club 70th Anniversary**  
6pm at Apple Valley Golf Course
- June 20** **Demotion Party**  
Home of Bill & Linda Scott  
Time: TBD
- July 25** **Movie Night at the Hoves**  
Movie: TBA  
Time: TBD

**Upcoming Programs**

- May19** Don Kennard, Sales Manager, CalPortland Cement **Title: "Cement 101 (part 2)"** (Hove)
- May 26** Matthew Coughlin, Executive Director, Moses House Ministries **Title: "When the Parent Thrives, So Does the Child"** (Page)
- June 2** Tony Winkel, Mojave Water Agency Senior Principal Hydrogeologist **Title: "The Hide and Seek River" (Part 2 of 3)** (Page) **Club Assembly**
- June 23** Tony Winkel, Mojave Water Agency Senior Principal Hydrogeologist **Title: "The Hide and Seek River" (Part 3 of 3)** (Page)

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