



The Joshua Tree

May 26, 2026

THRIVE AND SURVIVE WITH MOSES HOUSE

Matthew Coughlin, Executive Director of Moses House Ministries, was the featured speaker this week at the Rotary Club of Victorville, sharing the organization's heartfelt mission of strengthening families and creating healthier futures for children throughout the High Desert.

Celebrating its 30th Anniversary this year, Moses House Ministries has spent three decades serving families in need with compassion, guidance, and practical support.

From 1996 through 2014, the organization focused exclusively on helping single mothers. However, staff members began noticing fathers, husbands, and boyfriends waiting in their cars while mothers received assistance. Recognizing the need to strengthen the entire family unit, the ministry expanded its services in 2014 to support any parent with children ages five and younger.

The presentation centered around the organization's T.H.R.I.V.E. philosophy, which stands for "When A Parent



Thrives, So Does The Child." The program focuses on six core principles designed to create healthier homes and better childhood outcomes.

The first component, "Targeted Teaching," involves evaluating 19 potential risk factors within a household, including issues such as food insecurity, fatherhood involvement, and other family challenges. Families work with case managers who reassess progress every 90 days until those risks have been successfully

addressed.

"Healthy Outcomes" focuses on identifying measurable indicators of success and understanding the positive impact accountability can have on family growth and stability.

"Reduce Harm" addresses parental resilience and the ultimate goal of helping children thrive emotionally and physically. Matthew discussed the organization's 16-week Nurturing Families Program, which helps parents better understand healthy discipline practices versus punishment. Many participating families are referred through Child & Family Services.

Under "Informed Parenting," Moses House Ministries provides programs such as Healthy Perspectives and the Nurturing Fathers Program, which help parents understand the lasting impact their presence, or absence,

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This Week's Functionaries

Invocation: Brad Letner

Flag Salute: Dr. Derek King

4-Way Test: Bryan Gillespie

Fine Master: Ryan McEachron

MURRAY'S MINUTE



Thank you to Matthew Coughlin for stopping by this week and sharing

the great programs at Moses House Ministries and helping parents and children throughout the High Desert.



At District Assembly this past weekend, our Club won 3 awards! We were presented this week by Assistant to the District Governor Dan Harley with a Bronze Award for Club & Community Service, a Silver Award for Vocational Service and a Gold Award for Youth and Public Image! I was also presented with a special pin from past D.O. Gilda Moshir.

Less than 36 days until we draw for our big 50/50! We are currently hovering around \$880 with half of that money going to one lucky Rotarian! Each ticket is \$5 or you can purchase 5 for \$20. Winner will be drawn on June 30, 2026.

Steve

Matthew Coughlin

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can have on a child's life. He emphasized that even absence teaches a child something, making engaged parenting critically important.

"Vibrant Relationships" focuses on strengthening the family as a whole through mentoring, financial education, parenting skills, and marriage-strengthening workshops. Rather than simply teaching curriculum, the organization works to guide families toward healthier long-term relationships and support systems.

The final outcome, "Elevated Childhood," reflects the ministry's belief that stronger parents lead to stronger children and healthier futures.

Matthew also highlighted the organization's deeply rooted values of faith, unity, compassion, integrity, transformation, and stewardship, which guide every aspect of their work within the community.

In addition to discussing ongoing programs, Coughlin announced an upcoming partnership event between Moses House Ministries and High Desert Second Chance. On July 30, 2026, the organizations will host a major backpack giveaway at the San Bernardino County Fairgrounds, providing 2,500 children with backpacks and school supplies ahead of the new school year.

The event will also serve as a celebration of Moses House Ministries' 30th Anniversary and will feature booths, water games, family activities, and community resources. Organizers are currently seeking volunteers, sponsors, and community supporters to help make the event successful.

For more information about Moses House Ministries, visit moseshouse.org

UNITE FOR GOOD



Big Blue Poker Chip



Steve Murray had the chance to draw the Blue Chip but picked green and saved the chance for another. We will continue next week with 10 chips and \$300 for the lucky Rotarian who can draw the Blue Chip.

Raffle

Chris Ackerman donated a VTA goodie bag that was won by Dr. Derek King and a blanket that will be used by Ryan McEachron. In addition, Steve Murray gave away a book, "Cigar Companion", that will be read by Don Kennard.



At last weekend's District Assembly, President Murray and Arsalee Morales purchased some Rotary goodies that were then raffled off at the meeting. Those items included a tumbler that went to Keith Metzler, a fanny pack to Mr. Kennard and a Rotary Club of Las Vegas 100 anniversary coffee table book that will be read by Dr. King.

Fine Session

Ryan McEachron was our Fine Master and began by fining Keith Metzler \$11 for the 12 fish Keith caught at a fishing trip he was on this past weekend. Now, you may be asking, "Why not \$12"? The answer is that Ryan helped Keith catch the last fish!

Both Dr. Derek King and Bryan Gillespie were penalized \$10 each for having graduations this week at Excelsior and Options for Youth Charter Schools.

Finally, Brad Letner was fined \$10 for the fun Ryan and pals had with an i9 Sports football during his weekend fishing trip.

Spoon of Exception



Don Kennard had his final week with the Spoon and again asked all Rotarians, including those reading here, the interest level in taking a tour of the CalPortland Cement Plant. The tour would include technical support and a Cement Blast, but takes a commitment, as the tour is 3 hours long. He will be getting sign-ups soon.

It was then time to raffle the Spoon for the month of June. Chris Ackerman started the bidding at \$50, but was outbid by Keith Metzler for \$75. We look forward to hearing the latest updates from the City of Victorville in June.

Rotary Guests

This week our only Stand-in was Aly Martinez for Angel Espino.

CLUB ASSEMBLY NEXT WEEK

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 2025-2026Steve 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 ServiceAngel 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-GrantsAngel Espino
 Special Projects..... Rob Kilpatrick
 Dan Stover Music Contest.....Angel Espino
 Joshua Tree Editor Chris Ackerman
 Read B4K Brad Letner
 Grants..... *Please Volunteer*
 Food Baskets..... Ben Tafoya
 Interact (Junior Rotary)..... *Please Volunteer*
 Programs Mike Page
 Fundraising Brad Letner
 S.T.A.R. StudentsChris Ackerman
 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

June 1 **Board of Directors Meeting**
 5:30pm Board Meeting
 ISU ARMAC Insurance Agency
 17177 Yuma St., Victorville, CA 92395

June 20 **Demotion Party**
 Home of Bill & Linda Scott
 Time: 6:00pm

July 25 **Movie Night at the Hoves**
 Movie: TBA
 Time: TBD

Upcoming Programs

June 2 Tony Winkel, Mojave Water Agency
 Senior Principal Hydrogeologist **Title:**
"The Hide and Seek River"
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Club Assembly

June 9 Bobby Tarango, Vice President & Sales
 Manager, Chicago Title Inland Empire
**Title: "Estate Planning for Your Real
 Estate: Things You Need to Know"**
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June 16 **OPEN**

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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