



The



Joshua Tree

August 25, 2026

WHAT DOES IT TAKE TO BE A SUCCESSFUL BUSINESS?



Jon also shared, "The Four Decisions," focused on four critical areas of business leadership: People, Strategy, Execution and Cash.

Next was **Ryan McEachron**, President of ISU ARMAC Insurance Services, who offered a perspective shaped by both the successes and struggles that come with running a business.

There may not be one answer, but members of the Rotary Club of Victorville heard four very different perspectives this week during a special business roundtable, "Rotary Means Business."

Rather than simply talking about their companies, each shared lessons learned along the way, including successes, struggles and some of the philosophies that have guided their careers.

First to speak was **Jon Hove**, who provided members with several handouts outlining principles he uses in business.

The first, called "4Q," identified four simple questions businesses should continually ask their customers:

How are you doing? What's going on in your industry or market? What do you hear about our competitors; negative or positive? How are we doing?

Ryan noted that success can mean different things to different people, and that no successful business reaches where it is without encountering challenges along the way. For Ryan, one thing remains constant: people matter. Employees matter. Customers matter. Personal relationships matter.

Even as technology and artificial intelligence continue to change how companies operate, Ryan believes customers still value the ability to transact business with another person. Technology can improve efficiency, but it cannot completely replace relationships and trust.

His message was straightforward: If you're in business, you're in the people business.

Bill Scott approached the discussion from a very different perspective. Over his career, Bill has started and sold multiple manufacturing businesses.

Along the way, he discovered something important about himself: he enjoyed building businesses more than running them. That realization came with some hard-earned lessons.

One was recognizing that everyone has only 100 percent of their time. Divide that time among four companies, and none of them can receive 100 percent of your attention.

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This Week's Functionaries

Invocation: Bill Edwards

Flag Salute: Ryan McEachron

4-Way Test: Jon Hove

Fine Master: Ryan McEachron



LETNER'S LETTER

Tuesday's Rotary Means Business roundtable was outstanding. Ryan McEachron, Jon Hove,

Craig Garrick, and Bill Scott shared some great insights on business, leadership, and lessons learned along the way.



My only regret? We didn't have more members and guests there to hear it.

That one is on me—but I need your help, too. Rotary shouldn't be the "best-kept secret in town." We have too many great people doing too many great things.

Next up is Pick Your Pleasure, September 8 at the Letner Lakeside Lounge. Whiskey, wine, cigars, food, desserts, interesting nonalcoholic drinks—and fellowship. Watch for an email from ME and sign up!

Then, September 22 at 5 p.m. at Victorville City Hall, we'll try something new: an evening community roundtable focused on the issues shaping our community.

Save the dates. And more importantly—bring somebody with you!

Brad

Roundtable

Continued from page 1

Bill also encouraged business leaders to find their niche. His manufacturing companies were built by identifying highly specialized needs that weren't being met and developing premium products and solutions that major Fortune 500 companies found valuable.

Closing out the roundtable was **Craig Garrick**, President of ComAV, whose career is itself an example of what can happen when someone remains open to an unexpected opportunity.

Craig began his career in real estate law. Through his work with one law client, however, he found himself entering an entirely different world; aviation, eventually becoming a leader in the aircraft storage and aviation services industry.

His first lesson was simple: Be open-minded.

Opportunities don't always arrive in the form you expect, and sometimes a successful career or business begins by recognizing an opportunity you never planned to pursue.

Craig also encouraged members to pay attention when customers bring them their most difficult problems.

When customers come to you with "the hard stuff," it is often because they believe you may be able to solve something others cannot. Successfully solving those problems builds trust and trust builds long-term relationships.

Listen to your customers. Build the right team. Find opportunities others overlook. Solve difficult problems. Become a partner rather than simply a vendor. And never forget that business ultimately comes down to people and relationships.

Those lessons also sound remarkably familiar to the principles Rotarians practice every day. Whether in business or in service, lasting success isn't simply about what you sell, manufacture or provide.

CREATE LASTING IMPACT



Big Blue Poker Chip



Craig Garrick had the chance to draw the Blue Chip but picked green and saved it for another!

We will continue next week with 11 chips and \$275 for the lucky Rotarian who can draw the Blue Chip.

Spoon of Exception

Arsalee Morales had another week with the Spoon and once again encouraged anyone who has had a dealings with her or Sciens to leave them a 5-star Google Review so their office can win a company wide contest. Please click the QR Code below and leave a review for bragging rights and more for the Apple Valley office!

sciens
AV Communications Division

Your feedback matters.

How did we do today?



Scan to leave us a quick review.

Rotary Guests

This week we welcomed **Bill Edwards**, as he was visiting the HD and our Stand-ins this week were **Kody Tompkins** for **Darron Poulsen** and **Stefanie Montoya** for **Bryan Gillespie**.

Fine Session



Ryan McEachron was our Fine Master and gave **Craig Garrick** a \$10 fine for passing the mic to Ryan to speak second when Craig was scheduled for that slot! The only other fine levied went to **Mike Page** in the amount of \$10 for his phone going off during the meeting.

LETNER LLL LAKESIDE LOUNGE

PICK your Pleasure

GOOD COMPANY • GREAT FLAVORS • LAKE VIBES

WHISKEY FLIGHTS	WINE PAIRINGS	DESSERT BAR	CHEESE SAMPLES	CIGARS BY THE LAKE
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SEP 8 | 5 PM

JOIN US FOR AN EVENING OF INDULGENCE WITH THE BEST VIEW IN TOWN.

Life is better by the lake.



VICTORVILLE ROTARY CLUB OFFICERS

Board of Directors

President 2026 - 2028	Brad Letner
Immediate Past President	Steve Murray
Executive Secretary	Pam Murray
Treasurer	Darron Poulsen
Foundation.....	Jon Hove
Membership	Bryan Gillespie
Club Service	Arsalee Morales
Community Service	Craig Garrick
Vocational Service	Angel Espino
International Service.....	Ben Tafoya
Youth Service	Ryan McEachron
Directors/Members-at-Large.....	Bob Basen & Dr. Ron Boyd
Joshua Tree/Marketing	Chris Ackerman
Recording Secretary.....	Pam Murray

Positions & Committee Chairs

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
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. Students	Chris 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

Aug 31

Board of Directors Meeting

5:30pm Board Meeting
Coldwell Banker
12138 Industrial Blvd., Suite102
Victorville, CA 92395

Oct 7

76th Anniversary Fundraiser

5:30pm Doors
6:00pm Dinner • 7:15pm Drawing
Spring Valley Lake Community Center
12975 Rolling Ridge, SVL

Rotary



Club of Victorville, CA

Upcoming Programs

Sept 1

OPEN

Sept 8

**2nd Tuesday Fun: Pick Your Pleasure
Wine, Whiskey & Cigar Night**
Letner Lakeside Lounge

Nov 17

2026 Teacher Mini-Grants

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