Just another beautiful day in San Diego, where it's never “ho hum.” President Michelle Candland got things rolling right on time and new member Laura Lamb gave us the Inspirational Moment. Consistent with today’s program about LEAD San Diego, Laura advised that great leaders in today’s world need to have self awareness as to their talents and their limitations, and be willing to find support from those that they lead.

The Pledge of Allegiance was led by San Diego Rotary’s own crooner, Steve Hubbard (of Oh Solar Cooker fame), followed by the Star Spangled Banner accompanied by Suzy Spafford. Today’s news was sponsored by Greg Augustine and Harbor Pest Control, and was masterfully given by Mark Burgess.

President Michelle continued her weekly focus on Committees with a minute on the San Diego State Rotaract Committee, presented by your editor and co-chaired by Jenni Prisk. Committees are a great way to get involved in San Diego Rotary (formerly known as San Diego Club 33) and a great way to get to know your fellow Rotarians. Find a committee you are interested in and sign up now!

New member Bridget Meckley, sponsored by Jim Groen, was introduced. Yes, Bridget is another well traveled explorer who quite understandably has fallen for America’s Finest City. Welcome to our Club, Bridget.

Yes, the rumors are all true: San Diego Rotary has a new spectacular website! Marlee Ehrenfeld gave us a new website reveal, and based upon the “oohs” and “ahs” from the interested crowd, it was well received. Marlee and her team, the talented staff at MJE Marketing, Inc., have developed a stunning new website that gives our Club an amazing tool to continue “Service above Self” locally and globally. Thank you, Marlee and MJE Marketing, Inc., and also thanks and kudos to Rotarians Jackie Meyer, Bruce Gresham, Paul Devermann and President Michelle for the tireless hours spent over the last year on this much needed project. Please see Paul’s email of today for all of the details, and check out the new website yourself at www.sandiegorotary.club. Marlee, who donated all of her valuable time, received a Paul Harris Fellow award for her work (her second).

With the business of the day finished, Michelle introduced our Chair of the Day, the irrepressible Phil Blair. Phil was in rare form, recognizing two visiting Rotarians, both named David. The David from Seattle went home with a copy of Phil’s new book, Job Won (isn’t that shameless plug grounds for a fine, Phil?), a bag of Manpower swag and even an offer to find David a job. David II went home with his tail between his legs. Phil then introduced our speaker, Vicky Carlson, President and CEO of LEAD San Diego.

Vicky polled the room and found many Rotarians who were LEAD graduates and/or who sent a colleague or employee to LEAD. It is hard to live and work in San Diego for any length of time without having heard of LEAD and its incredible reputation for creating and fine tuning some of our community’s most inspiring leaders. LEAD develops business leaders in our community who, as a result of their LEAD training, are better informed about and more civically engaged in San Diego.

San Diego Rotary has many similarities with LEAD. Service above Self is a fundamental credo of both organizations. San Diego Rotary LEAD alumni include past San Diego Rotary presidents Jo Dee Jacob, Debbie Day, and Stan Hartman.
Other LEAD alumni include present San Diego Rotary Board Members Bill Earley and President Nominee John Morrell. Chair of the Day Phil Blair himself was a LEAD graduate in 1983, just two years after LEAD was founded (Phil tells me he was 15 when he graduated).

Vicky explained that LEAD San Diego not only embraces our region’s rich history, but also looks forward to the possibilities that lie ahead for our region's future. LEAD's role in the region attracts both emerging and seasoned leaders representing all sectors of our community. LEAD helps these individuals expand their skills, enhance their understanding of salient civic issues and leverage their connections and knowledge for San Diego's greater good. Through harnessing the talents, energies and resources of those who participate in it, LEAD's proactive thought leaders make substantive, positive changes in the region. Its vision is to advance the quality of life of the San Diego region through a growing network of capable and engaged civic leaders, and its Mission/Purpose is to provide balanced, issue-oriented programming that informs and inspires leadership and civic engagement on regional issues. Vicky cued a short video presentation about LEAD that was unfortunately unaccompanied by audio. Here is a link to that video: http://bit.ly/1Ad0vIY.

Vicky then introduced Moss Adams Partner in Charge, Carisa Wisniewski. Carisa, an audit CPA, is a LEAD San Diego graduate who now serves on LEAD’s board. Moss Adams strongly believes in the benefits of LEAD San Diego, so much so that Carisa was urged to go through LEAD training with its March 31st deadline, despite her own dreaded April 15 annual deadline, also known as tax day! Like other alums, Carisa values her LEAD training highly. In fact, five of Moss Adams’ eight partners are now LEAD San Diego graduates, an obviously compelling endorsement.
Marlee Ehrenfeld with her team at MJE Marketing, Inc., along with Jackie Meyer and Bruce Gresham had all of their hard work on the Club’s new website recognized today.

President Michelle with guest speaker LEAD San Diego President Vicky Carlson and Chair of the Day Phil Blair.

President Michelle was so proud of our new website and in appreciation, presented Marlee with her 2nd Paul Harris Fellow.

Rotaract Chair Andy Liska with LA Rotaract District Governor Jermaine Ee and San Diego Rotaract District Governor Bobby Marsh.

Peg Eddy, Lauren Lek, Kate Carinder, and soon-to-be-introduced to the club as a new member, Kathy Koenig.

Jenni Prisk and Rachel Inmon.
**27th Annual Stand Down**

**Rotary participation in 27th Annual Stand Down**

Headed by Mike Meaney, the book give-away at San Diego Stand Down the weekend of July 18 through 20 was a big success. Among the Rotary Club 33 volunteer-members of Military Affairs Committee who assisted over the 3 days were Jim Wynkoop, Mike Caruso and his son, Jerry Van Ert, and Ellen Casey. Also, there were at least six volunteers from the Mesa College Student Veterans Organization, including two military veterans who attended the June Military Affairs Committee meeting. (MAC is in process of establishing a liaison program with these veterans studying at Mesa.) Mike’s own foundation collects thousands of books all year and donates them at different events and to different organizations.

Time spent by Rotarians on this event, which includes site prep, loading and unloading books, and being on site to interact with the homeless vets, is estimated at 58 hours.

**New Member News**

Bridget Meckley - “Management Consultant—Business Strategies” - introduced herself to Club 33 today. Bridget is a self-employed management consultant. Her focus is business strategy and change management, technology and process integration.

Jim Groen, Kevin Enright and Jackie Meyer were her sponsors.

(C) 619-886-3606
(E) bameckley@cox.net

**Rotator Sponsorship**

Advertise your business AND contribute to your Rotary club at the same time! By placing an ad in our weekly Rotator, you gain exposure to over 500 Rotary members, including some of the top leadership in San Diego’s business community such as C level executives, business owners, top legal and accounting professionals, as well as civic leaders. This is an opportunity for some extra business exposure!

You can also choose to sponsor the Rotator in the name of your child, new grandchild, etc., and include a photo.

We have different sizing and pricing options:
1/4 page - $150  1/2 page - $250

Please contact Jim Wynkoop at Jim.Wynkoop@SuperSonicImagine.com, or cell 760-579-1798 for more info.

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One of President Michelle’s priorities for the year is to update the club website. The former site had a good deal of valuable information, but over the years the navigation had become increasingly complicated, and much of the information was outdated. With Michelle’s vision, the creative team at Marlee Ehrenfeld’s company designed a new website, much of which was written with assistance from Jackie Meyer, and was ably developed by Bruce Gresham, that is now live. We changed the domain name to something more descriptive and the site is now at www.sandiegorotary.club (we are one of the first organizations to use the new .club domain). The rotary33.org site will point to the new site but you may want to bookmark the new name for future use.

We have strived to include all the information which we think would be useful to have readily available, and at the same time make the site look exciting and the navigation easy. Of course there are most likely missing information and typos, so let us know if you find anything that needs fixing. Also give us feedback. We value the input and will work hard to make improvements as we go along.

Thank you, and I hope you enjoy the new experience.

Best Regards,

Paul