

Innovadora 2014



Tom Gable
Editor

ing (or lip-synching for us non-singers) *You're a Grand Old Flag*. **Stan Lawrence** covered news sponsored by **David Oates** of Stalwart Communications. Committee announcements were provided by **Roger Haines** and **Karen Cebreros** (Microcredit Committee), **Rick Jackson** (Sept. 18 Committee Showcase), and **Marten Barry** (Sept. 19 Club 33 golf event).

President Michelle then stirred the competitive juices of Club 33 members with a challenge from Club 31, Denver, on who could have the highest number of members contribute to the Rotary International Foundation by Oct. 23. Just 7 percent of Club 33 members have contributed since July 1. She played a video featuring Jim Goddard, Denver Club President, who bragged about all the times the Denver Broncos had beat the San Diego Chargers, including in one of the greatest NFL comebacks in history on Oct. 12, 2012, when the Broncos scored 35 unanswered points to overcome a 24-point deficit on the San Diego home field (many groans in the audience).

Kimberley Layton provided a rebuttal to the Denver video, with details on Chargers glories, including beating Denver 27-20 on their home field last year. She stepped up to pledge \$1,000 for the campaign and volunteered to host a VIP tour of the Chargers training facilities for the first 10 who donated \$1,000 as well. The members who met the Chargers' \$1,000 match are: **Chuck Pretto, Stan Hartman, Bob Russell, Judy Thompson, Andy Hewitt, Michael Anderson, Julie Brown, and Jim Hughes**, with room for

The Septem-

ber 4 meeting opened with an Inspirational Moment from **Budd Rubin** featuring quotes from Robin Williams. The Club 33 Singers accompanied by Bryan Verhoye led us in sing-

two more!

The club with the highest percentage of members contributing through Oct. 23 wins. The leadership of the losing club has to wear the other team's jerseys and sing its fight song during a meeting. Completed donation cards were collected from each table for a drawing for an autographed Antonio Gates jersey (won by **Sheryl Reichert**). The minimum contribution: \$25. The Thursday pledge total added 147 members, which raised the percent to 36 from 7 – a good start at beating Denver!

Lacking any visiting Rotarians in the crowd, Chair of the Day, **Bill Trumpheller**, gave some of his clients' swag (cans of Bumble Bee tuna and WD-40) to Kimberly Layton. He then introduced Rodrigo Caballero, Project Manager for the biannual [Tijuana Innovadora](#).

Caballero, a native of Mexico City, moved to Tijuana at the age of six months and grew up on both sides of the border. He holds multiple degrees from universities in Baja California. For more than a decade, he has worked at promoting Tijuana and the Baja Peninsula as desirable locations for economic, educational and cultural growth.

He said the biannual Tijuana Innovadora was conceived to help change the face of Tijuana in 2010 during a major recession. Negative publicity swirled around violence among the drug cartels. Concerned citizens wanted to take back the city. A group of community leaders came together on a pro bono basis to see what could be done. The Tijuana Cultural Center would become the focus of a new event to start promoting to entrepreneurs, innovators and those who could take advantage of the synergies of the Tijuana-San Diego region.

The first event in 2010 attracted major speakers, including Carlos Slim, called the Warren Buffet of Mexico and one of the five richest men in the world, and Al Gore.

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NEXT MEETING

September 11

Neel Kashkari

Rebuilding the Middle Class

Born and raised in Ohio and educated at the University of Illinois, Kashkari worked initially as an aerospace engineer. After attending business school at the Wharton School of the University of Pennsylvania, he became an investment banker, covering the information technology security sector for Goldman Sachs. When Henry Paulson, the former head of Goldman, was appointed Secretary of the Treasury in 2006, he brought Kashkari on as an aide. Kashkari was eventually named Assistant Secretary of the Treasury for International Economics and Development. At Treasury, he played a number of roles in the response to the financial crisis and the sub-prime mortgage crisis that preceded it, most notably administering TARP.

Kashkari left government and began working for Pimco in 2009, leading that company's push into the equities market. In January 2013 he resigned from Pimco to explore a run for public office. One year later, he announced his candidacy for Governor of California. On June 3, 2014, he came in second in California's nonpartisan blanket primary, placing him on the general election ballot in November against incumbent governor Jerry Brown.



Kris Michell
Chair of the Day

QUICK BITS

ATTENTION ROTARY GOLFERS!

The first round of this year's **Club 33 Tournament** will be held on **Friday, September 19th, at the San Diego Country Club**, with the first tee time at 1:00 pm.

All Rotary Golfers are encouraged to play in this fun event, as fellowship is the top priority! The cost to play this exclusive, private course is approximately \$116 per player.

Please contact Alli Lucas at allucas@naisandiego.com or at 619-241-2342 to sign up.

Grotarian Committee Meetings

Effective October 2, the Grotarian Committee meetings will take place on the first Thursday of every month, instead of on the 2nd Thursday.

The **Small Club Joint Venture Committee** wants to remind you to consider doing your meeting makeups with the **South East San Diego Rotary Club**. They meet on Wednesdays at noon at the Jacobs Center in the Community Meeting Room. Their address is 404 Euclid Avenue, San Diego, 92114. Their lunch cost is \$15. For catering purposes, please contact Diane Crawford at sesdrotary@yahoo.com the day before that you will attend.

BIRTHDAYS

| | | |
|---------------------|------|----|
| Paul Devermann | Sept | 8 |
| Gene Trepte | | 8 |
| Bob Russell, Jr. | | 8 |
| John Lindholm, M.D. | | 8 |
| Karen Hewitt | | 9 |
| Andy Liska | | 9 |
| Mary Walshok | | 10 |
| Bryan Cunningham | | 10 |
| Jim Jessop | | 12 |
| Tyler Cramer | | 13 |
| Betty Hubbard | | 14 |
| Ben Wood | | 14 |

Innovadora 2014

continued

The event had speaking programs, panel discussions, cultural exhibitions, music and pavilions to show off the automotive, aerospace and manufacturing industries of Baja California.

The first event attracted tens of thousands from throughout the region. The 2012 event more than doubled in size and participation. The organizers added food and fashion to the program, with dueling chefs from both sides of the border. The third event from Oct. 16 to 26 will showcase the unlimited opportunities and importance of regional partnerships within the San Diego/Tijuana region.

The 2014 event will also focus on the Mexican Diaspora, or the dispersion of Mexican natives to other countries. Some 50 million people of Mexican ancestry live in the United States. Tijuana is the closest access many of these people have to their homeland. Accordingly, Tijuana Innovadora will explore establishing strategic alliances that benefit residents on both sides of the border.

Caballero said recent research showed that 30 percent of San Diegans have never been to Tijuana. The Innovadora will provide a welcoming environment to introduce anyone to the region's many economic, entrepreneurial, cultural and educational attributes. He expects some 600,000 to visit the Innovadora this year. The non-profit organization has an annual budget of \$3 million, which comes from sponsorships, exhibitors and ticket sales. For the long term, organizers believe promoting the event and growing the regional innovation economy will create high-paying jobs where local engineers and scientists with advanced degrees can stay in Tijuana and work in San Diego – admirable results for both cities.

2014-2015 Election

The Nominating Committee is pleased to announce that it has begun work on the 2014-2015 Election. If you would like to nominate a member to serve on the Board or to be considered for the Secretary/Treasurer or President position, please forward your suggestion to Paul Devermann by September 18th.

Open nominations will close on September 18th.

CALENDAR

ALL MEETINGS ARE HELD AT LIBERTY STATION CONFERENCE CENTER UNLESS OTHERWISE NOTED

Sept

11 *Neel Kashkari*

18 *Committee Showcase*

25 *Mr. San Diego-Tom Hom*

Oct

2 *Water Diversity and Drought Panel*

9 *Chris Van Gorder - CEO, Scripps Hospital*

GROTARIAN EVENTS

SUMMER POOLSIDE CHAT

Tuesday, September 9, 2014

5:00 pm - 7:00 pm

Location: Morrell residence

This event is open to Grotarians only (please, no guests or spouses.)

KPBS TOUR

Tuesday, September 23, 2014

4:30 pm - \$30 per person

"SCOTT JOPLIN'S NEW RAG"

presented by the award-winning and critically acclaimed Mo'olelo

Performing Arts Company

Friday, October 10, 2014

6:30 pm - 9:30 pm

Location: The Tenth Avenue Arts Center

Please visit our website at

www.sandiegorotary.club for

more event details and to register.

Meetings: Every Thursday at Noon, Liberty Station Conference Center, 2600 Laning Road, San Diego, 92106

Michelle Candland, President ♦ Paul Devermann, Executive Director

San Diego Rotary ♦ 2247 San Diego Avenue, Ste. 233, San Diego, CA 92110-2943

Phone: 619/299-3309 Fax: 619/299-3340 ♦ e-mail: paul@rotary33.org ♦ website: <http://www.sandiegorotary.club>

FACES IN THE CROWD



It was wonderful to have President Michelle back and healthy.



Our speaker of the day, Rodrigo Caballero, gave an overview of Tijuana Innovadora 2014.



The Club 33 Singers brightened our day with songs.



Kimberley Layton of the Chargers was "motivated" by the Denver Challenge video to donate \$1,000 and offered members who match the donation to a tour of Chargers Park.



Rick Garcia, Danitza Villanueva, David Oates and Peter MacLaggan enjoyed time together before the meeting.

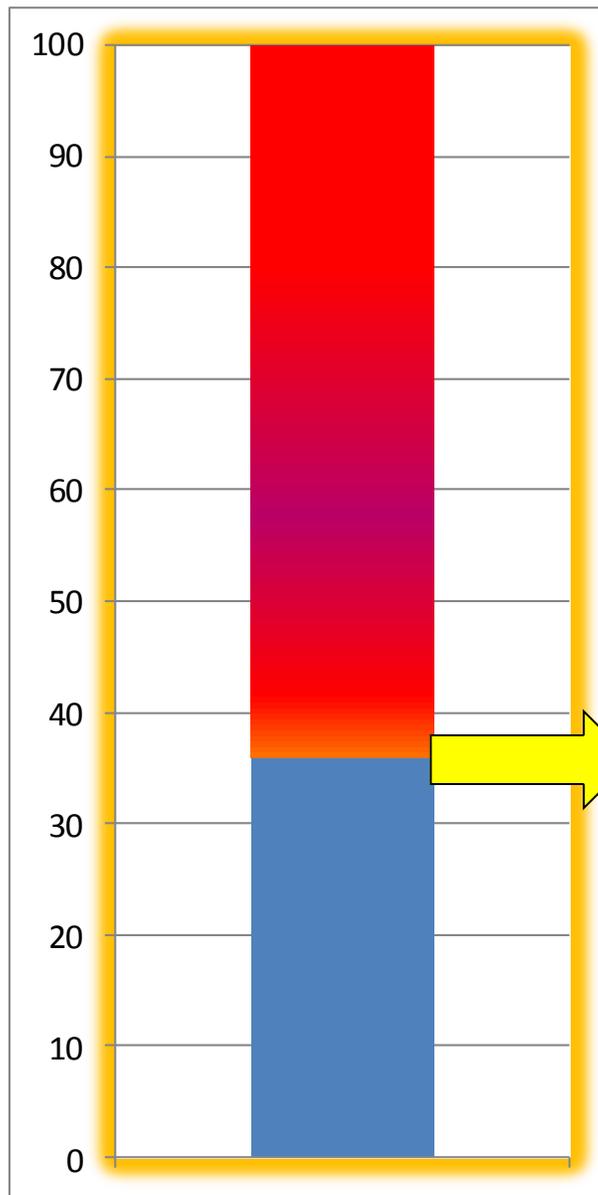


Sheryl Reichert proudly displays the Antonio Gates autographed football that she won.

Denver Challenge

As we announced at the meeting, we have been challenged by the Denver Club to attain Every Rotarian Every Year (EREY) 100% status. The competition requires that donations be made to RI by the end of October. With the generous donations of 148 members this past week, we are now at 36% which is a great start, but have a long way to go. You can give as little as \$25 to RI, but are asking that members also make their annual contribution to the club for a total minimum of \$250. If you haven't yet donated, please email paul@rotary33.org with your pledge amount, and how you want it distributed between RI and the Club. You can view the Denver challenge video here. <https://vimeo.com/104007541>. Thank you for your support.

Denver EREY Challenge



We only have pledges from 36% of members...please pledge today!