

THE ROTATOR

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SAN DIEGO ROTARY CLUB

You and the 2015 Economic Outlook - Both are looking good



David Oates
Editor

Now that **Steve Hubbard's** tuxedo and **Craig Blower's** court jester costume are neatly tucked away for another year, the San Diego Rotary Club kicked off 2015 in terrific style with a great crowd and a great meeting.

Leading off was **Ian Campbell** (you now know him as the man who came three feet from a six-foot bull shark while scuba diving) and his Inspirational Moment on re-committing ourselves to the opportunity to serve. The Club 33 Singers followed by leading us in the Pledge of Allegiance and the singing of *America the Beautiful* accompanied by pianist extraordinaire Bryan Verhoye. **Bert Wahlen** then delivered the news, thanks to Past President **Jim Hughes** of Hughes Heritage Plaza.

President Michelle then took over the podium to welcome all guests in attendance as well as to announce a few important dates for all of us to keep in mind. In case you missed them, here's a quick rundown:

Thursday, January 15 - A free screening and panel discussion of the Rotary-sponsored film, "Protect Every Child" will occur from 6:30 to 9:30 p.m. at the Joan B. Kroc Institute for Peace and Justice on the campus of the University of San Diego. It's a terrific and important event to remind all of us about the need to continue the fight to finally eradicate polio from the planet. [Click here to sign up.](#)

Thursday, January 22 - We'll be having our next VIP reception for potential new members at 11:30, before our regular program. If there's someone to whom you've been considering offering the gift of Rotary, this reception is a great excuse for you to extend that invitation! [Click here to register.](#)

Friday, January 23 - This is the last day for you to sign up your organization to be one of the Brown Bag Luncheon locations that will take place on February 26. It's a great opportunity to showcase your place of business that will occur in lieu of our regular weekly meeting. Contact Diana MarJip-Chuh, Lambert Hsu or the office to sign up. [Here is the application.](#)

Friday, January 30 at 10 a.m. - Come join us to support the Friends of Balboa Park for

some much needed cleaning, weeding and planting at the Alcazar Gardens. The organization is providing lunch for those who can come out to make a difference ahead of what will be a showcase spot for the upcoming Centennial Celebration! [Click here to sign up.](#)

Next, **Michael Anderson**, Schools Coordinator for Camp Enterprise, announced the opportunity for Rotarians to nominate under our legacy program students who are currently juniors in high school to participate in this terrific program. Space is very limited and in great demand. So if you haven't already reached out to him, please do so soon!

Keith McKenzie then took center stage as our Chair of the Day to welcome the visiting Rotarians, including the one who traveled from the farthest distance (all the way from the UPTOWN of San Diego, as it turned out). In keeping with our club's customs to present that individual with a gift that is emblematic of the Chair's profession, Keith provided a bottle of wine branded in his company logo, wealth advisory firm Delphi. I would have preferred a big bag of cash, but apparently that is classified in certain circles as a "no-no." Hmph!!

Keith then turned over the microphone to our guest speaker, Lynn Reaser, Ph.D., Chief Economist for Point Loma Nazarene University (PLNU) at the Fermanian Business & Economic Institute (FBEI). She was stellar at providing us the current and forecasted state of the economy. She rattled off a plethora of numbers and you know how much marketing folks like me lo-o-o-ove to count (*see sarcasm*), but I'll do my darnedest to summarize the key points:

Oil Prices - Have dropped more than 50 percent in the last six months, and forecasted to bump up this year, but only modestly to around \$70 per barrel. This should keep SUV drivers happy. For Tesla owners, ... well, they probably don't care one way or another. Those vehicles are a sweet ride regardless of the price at the pump!

Eurozone - The European Central Bank is projected to finally do...you know,...their *job*...and will prevent the region from contracting economically to the tune of a modest 1.1 percent growth in 2015.

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NEXT MEETING

January 15

Positioning Real Estate in San Diego for the Next Generation of Prosperity

2015 kicks off with a panel of real estate professionals who will share their thoughts on how the dynamic of demographics, economic development, amenities and globalization will impact San Diego's 21st century real estate.

Guest panel:

Mary M. Lydon, Executive Director of the Urban Land Institute, a nonprofit organization focused on developing leaders in the responsible use of land and promoting the creation of sustainable thriving communities worldwide.

William Anderson, FAICP, Principal & Vice-President at AECOM, overseeing the Economics and Planning practice in the US, currently directing planning assignments for Southern California Association of Governments, the Port of San Diego and the San Diego Association of Governments.

Kelly Cunningham, Senior Fellow and Economist at the National University System Institute for Policy Research, a non-partisan organization with the goal to improve the efficiency and effectiveness of public and private sectors in San Diego County.



Jay Arnett
Chair of the Day

QUICK BITS

MEMBERSHIP EVENT

Bring a prospective member to a VIP Pre-lunch Reception on **Thursday, Jan 22 at 11:30 am**
[Click here for details](#)

2015 BROWN BAG LUNCH

Our annual Brown Bag lunch will be held on **February 26**. If you would like to host a lunch for your fellow Rotarians at your place of business, please complete the registration form and submit it before the **January 23 deadline**. [Click here for the form.](#)

VIDEOS:

The following recordings have been made available for your viewing:

[Dec 18, 2014 Holiday Program](#)

[Nov 6, 2014 Salute to Military aboard the USS Midway](#)

[Invisible Threat film presented by the Don't Wait...Vaccinate Committee](#)

BIRTHDAYS

Jack Carpenter	Jan	12
Sam Carpenter		12
Paul Hartley III		13
John Littrell		13
Gil Johnson		14
Jan Driscoll		15
Don Balfour		15
Mark Trotter		15
Steve Green		16
Mary Ball		17
John Wertz		17
Tim Caulfield		18

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Japan - Is expected to largely be flat (0.8 percent growth).

China - Will grow by a little more than 7 percent this year.

U.S. - Should see a nearly 3 percent increase in its economy during 2015.

U.S. Dollar - Will continue to show gains over other currencies. If you're traveling overseas or are a big fan of UK Highland Scotch, this is your year. If you're into exporting fish tacos to Greece, you may find a market that is more inclined to dine on mousaka for the next 12 months.

S&P 500 - Won't see the crazy jump in value this year, but nevertheless, grow by a respectable 4 percent. Be prepared, though, to ride out some wild swings in the process.

Jobs - Nearly 220,000 new jobs are expected to be added each month this year and San Diego should see 35,000 new employment opportunities created in 2015. According to Dr. Reaser, this will drop the nationwide unemployment rate by half of a percent to 5.4 during the same period.

Inflation - In Dr. Reaser's words, 2015 should be a "Goldilocks" type of year with a less than 2 percent uptick. That means it won't be too hot or too cold, but ju-u-uust about right.

Housing - Expect prices to continue to recover but at a modest 4 percent increase. So those who are looking for the next real estate bubble may be holding their breaths far longer than they really should. So go ahead and exhale, remain calm and escrow on!

Dr. Reaser concluded her topic by offering a few action plan items, the first being to invest in protecting ourselves and our organizations from costly cyber attacks. Need a reason? How about \$16,000 per employee, the average cost to recover from such occurrences. Next, organizations should invest in their employees' skill sets as demand for good labor will only rise this year. Business owners should also look to expand their networks — even if it's just one person each month — to grow their firms (hint - join a Rotary committee!).

Lastly, Dr. Reaser recommended we all review our organization's strategic plans to take advantage of what will be a growing economy full of opportunities. This could very well be the year that the recovery finally feels like a recovery to all.

That's sounds like a very positive way to end this article. So let's all get out and enjoy what will be a great year of prosperity and service. I'll see you all in those capacities many times in 2015, I'm sure!

CALENDAR

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

Jan

15 *San Diego Real Estate Panel discussion*

22 *Port Real Estate with Rafael Castellanos*

29 *Archi's Acres*

Feb

5 *UCSD Robotics*

GROTARIAN EVENTS

SAN DIEGO HISTORY CENTER
Tuesday, January 27

5:30 pm - 7:30 pm

\$30 per person

Tour the museum and enjoy the permanent collection of San Diego's rich and varied history, as well as the special Dr. Seuss exhibit. Light appetizers and adult beverages will be served.

NIC MCGUIRE'S GLASS STUDIO

Tuesday, February 10

5:30 pm - 8:00 pm

\$30 per person

Tour the studio of one of the country's famous glass artists and see him transform molten glass into spectacular art. Dinner and beverages included.

WINTER FIRESIDE CHAT

Tuesday, February 24

5:00 pm - 7:00 pm

Location: Academy of Our Lady of Peace

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

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

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FACES IN THE CROWD



Chair of the Day Keith McKenzie introduced our guest speaker.



Dr. Lynn Reaser presented her 2015 Economic Forecast to the crowd.



Past President **Bonnie Schwartz** and Honorary member **Leon Williams** joined us today.



Linda Stirling was one of many members who had a question for Dr. Reaser.



Past President **George Gildred** and guest also joined us for the program today.



Members **Chandani Flinn, Jonathan Gallagher, Richard Cox, Todd Struyk, Robert Dean** and **AJ Antun** seemed excited about joining us for this first meeting in the new year!

*The following is a personal experience that occurred over the holidays that
I want to share with the Club.
Best Wishes for 2015!*



Paul Devermann
Executive Director

“You know that I am a Rotarian.” Those were the first words I heard when I answered my phone on Christmas morning. The caller was Jim Yoder of the Walnut Creek Sunrise Club, who is also on the Board of Directors of the Ellen Meadows Prosthetic Hand Foundation. I was not only surprised, but delighted to receive the call which interrupted the Christmas morning routine of opening presents.

The story starts a few weeks before Christmas when I contacted Walter Lam of Alliance for Africa to discuss if he had a family we could adopt for Christmas. My family started the tradition of adopting a family at Christmas a number of years ago when our children were young, to give them the personal experience of helping a family in need. Walter put us in contact with one of his case workers, Evelyn Chalaby, herself an Iraqi immigrant who has been here only a year. Evelyn sent us a list of items that a family from Iraq (husband, wife and three girls ages 7, 5, and 1) needed. She also mentioned that Mohammed, the husband, is handicapped. We arrived at their El Cajon apartment Christmas Eve morning with our arms full of gifts ranging from diapers to a jump rope, appliances and clothing. Evelyn was there to translate for us as the family doesn't speak English.

After we had tea and the girls opened some presents we talked to the family about their time in Baghdad and their journey to San Diego. They had left Baghdad during the war and emigrated to Syria and Turkey before being admitted to the US in July 2014 after they were sponsored by a friend. Mohammed has no hands and only stumps at his wrists so we asked about the circumstances of losing his hands. He said that when he was a student at Baghdad University during the war he had picked up an IED which blew off his hands, and also sent shrapnel into his body leaving him scarred. Then he asked the most difficult question, “Can you help me get hands?” I had no idea what to say, or do. I simply replied that we would try. He had asked a doctor at an El Cajon clinic for assistance but the doctor said that prosthetics are too expensive and that there was nothing he could do. Once we left and returned home I started “Googling” all I could think of about prosthetics, and came across the LN-4.org Foundation.

The LN-4 Foundation was started by an industrial designer named Ernie Meadows whose daughter Ellen had been killed in a car crash when she was only 18 years old. Ernie wanted to do something to honor his daughter and designed a prosthetic that he gave to his Rotary friends with the stipulation that no one make a profit off it. To date, Rotarians the world over have given away over 10,000 of the LN-4s, and a team left this past weekend for Cambodia to distribute more. In my initial email to LN-4 I had mentioned that I am a Rotarian, but I wasn't aware of the depth of the Rotary connection until I received the phone call from Jim on Christmas morning. He said that of course he would send two of the prosthetics at no charge. He cautioned that recipients have high hopes of what they can achieve with the prosthetics, and to make sure to keep expectations in check.

The prosthetics arrived and we delivered them to Mohammed on January 5. Fortunately, I learned that Bonnie Welch, the President of La Mesa Rotary, had been trained on the fitting and use of LN-4s and she joined us to help Mohammed through the learning process. As you can see in the photos, he was delighted beyond words. It will take him a while to maximize their potential, and hopefully they will lead to a better life for him and his family. I know for many of you, who have been in Rotary much longer than I have, that this type of experience is nothing new. Rotarians are renowned for their support of each other and strangers alike. But for me to be part of the journey was a new experience. My New Year wish is that all of you will have a similar experience in 2015 that will lead you to a deeper appreciation of what it means to be a member of this remarkable organization.



Mohammed feeding his one year old daughter Jumana for the first time



Mohammed's wife Huda watching his prosthetic being fitted



Mohammed and daughters Jumana, Juhaina, Janna and wife Huda.

The Storefront Committee

On Christmas morning 2014, volunteers for the Storefront Committee served breakfast, gave gifts and provided music for the Storefront teens. The donations were incredible and much appreciated by the kids and staff. Rotarians pictured below (from left to right) are **Diana MarJip-Chuh**, **Don Teemsma**, **Christy White**, **Paul Hartley**, **Mia Harenski** and **David Kvendru** accompanied by family members.



CAMP ENTERPRISE 2015-LEGACY NOMINATION

Camp Enterprise is March 19-21 2015

We are looking for Legacy Participants (high school juniors) from our members.

A Legacy Participant is a son or daughter of a Rotary member or relative, close personal relationship with your family, neighbor, church or someone you mentor.

Please consider giving the Gift of Rotary to a high school junior you know.

Contact Michael Anderson michael@blackslate.com if you have any questions or for the Legacy Nomination REC 2015 form.

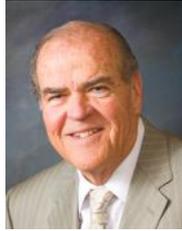
Legacy enrollment begins NOW through Jan 31, 2015.

The nominating Rotarian needs to discuss their nomination with the high school junior AND the parents and consider the following very important questions before submitting a nomination:

- Are they even interested?
- Are they available to attend the specific days in March?
- Are there any school, sports or other activities that are in conflict with the camp date?
- Will their school approve the time away from classes?

Finding this information out before submitting a nomination will save the Camp Enterprise Committee plenty of their valuable time. Thank you!

In Memoriam



In loving memory of Jack K. White
1934-2014
Club 33 member since 1984



Alcazar Gardens Planting



Friday, January 30 10:00 am-1:00 pm

Join with fellow Rotarians and other volunteers to update the plants at Alcazar Gardens in Balboa Park in preparation for the 2015 Centennial Celebration. The history of San Diego Rotary with Alcazar Gardens is extensive and goes back decades including leading a significant makeover for its 50th anniversary. Up to 25 volunteers are welcome and lunch will be provided, courtesy of the Friends of Balboa Park. Family and guests are also welcome.

[Click here to sign up.](#)