

THE ROTATOR

Vol. 101, No. 35 March 19, 2015

SAN DIEGO ROTARY CLUB

Camp Enterprise & Costco—Both Making a Difference!



Richard Ledford
Editor

Prez Michelle welcomed us all to the “big club with a big heart.” Given the number of community projects in which our club is engaged, there was never a truer statement! Inspiring us this week

was noted architect **Jim Groen** (who the Prez shamelessly plugged) with an Inspirational Moment focused on our Camp Enterprise students. His advice for their time at Camp: remember you are a select few, be in the moment and be bold! **Steve** “The Voice” **Hubbard** (and yes, that Rotarian can sing!) lead us in the Pledge and our wonderful *Star Spangled Banner* with the amazing **Suzy Spafford** on the piano. And then there’s our own Ronald Reagan of the airwaves, **Bert Wahlen** giving us all the news and his own patented sense of humor, all brought to us by the sponsorship of **Tracy Sundlun** of Competitor Group!

Next up, Prez Michelle recognized the remarkable **Betty Peabody** for receiving the distinction of “Woman of the Year” from California State Assembly Speaker **Toni Atkins**. Betty has more awards for her community service than I have birthdays. But this one, awarded in Sacramento, was truly tops! In recognition of this achievement, Betty was awarded her second Paul Harris Fellow.

Our Chair of the Day, the talented **David Oates**, was introduced and in turn, introduced our visiting Rotarians. Then both David and **Jenni Prisk** gave us an overview of the Camp Enterprise program. Jenni did a walk-a-bout, revealing some very insightful comments from Camp Enterprise students and Rotarians alike. Did you know this will be the 40th Camp Enterprise, attracting

close to 90 high schools students and 30 Rotaracts? As truly one of our marquee programs, Camp Enterprise has helped to educate, stimulate and create *thousands* of future young leaders over its 40-year history with Club 33. As Rotary Avenues of Service go, it doesn’t get much better...unless, of course, you’re an Editor! And what better way to stress the value of hard work and entrepreneurship than with a program offering two very successful businesses!

So with the overview completed, David introduced Honorary Rotarian **Robert Price**, President/CEO for San Diego based PriceSmart. PriceSmart is one of San Diego’s best kept international secrets. Think of a smaller Costco operating successfully in 12 other countries—a remarkable story in its own right. But Robert was here to introduce our guest speaker, Jim Sinegal, co-founder and former CEO of Costco. This made for a very interesting combination! For those that might remember, Costco and Price-owned Price Club settled on an agreeable merger in 1993. Now this Seattle based company is operating 671 stores in 43 states, Puerto Rico and ten foreign countries. While a huge company (2014 sales of over \$110 billion/200,000 employees), Costco is also well known for how they give back and reinvest in their communities.

Mr. Sinegal covered a lot of ground, all of it revealing why Costco is so successful. Building a successful business, regardless of size, is not really successful if it doesn’t invest in its employees and community. While some would argue that one can’t be accomplished without sacrificing the other, Mr. Sinegal and Costco prove otherwise. A great message to kick off our 40th Camp Enterprise!

NEXT MEETING

March 26

San Diego Housing Commission

Rick Gentry—President & CEO

Every day the San Diego Housing Commission impacts the lives of low-income families, seniors and homeless individuals living in the City of San Diego. As a public housing agency, SDHC is a provider of federal rental assistance to more than 14,000 families in partnership with more than 5,600 private landlords, an affordable housing developer and landlord, a lender to affordable housing developers, and a key partner in addressing homelessness.

Rick Gentry has served as the President and Chief Executive Officer of the San Diego Housing Commission since September 19, 2008.

On July 1, 2010, under Mr. Gentry’s leadership, SDHC became one of the first public housing agencies in the nation to receive HUD approval to also use its federal rental housing voucher funding to provide long-term housing for chronically homeless individuals. In 2014, he directed these federal resources to HOUSING FIRST – SAN DIEGO, SDHC’s three-year Homelessness Action Plan to create additional affordable housing with supportive services, which will impact the lives of as many as 1,500 homeless San Diegans.



Chair of the Day
Frank Urtasun

QUICK BITS

YOUTH PROTECTION TRAINING CLASS - Thursday, March 26 at 1:30

If you currently volunteer or plan on volunteering on a youth committee, you are required to attend this one-time course, if you have not already done so. Please let [Mary](#) know if you are able to attend. **This is a mandatory requirement for volunteering with our youth.**

2015-2016 ROSTER/DIRECTORY UPDATES

We are currently in the process of putting together the new club directory. If you have not already done so, please submit any changes to your contact information to the Rotary office immediately. The deadline to submit your changes is on **April 3rd. There will be a final opportunity to take a roster photo with Stan Lawrence on March 26.** For the roster update form, [click here](#).

SPRING TENNIS TOURNAMENT—May 6 at 5:00 at the Barnes Tennis Center in Point Loma.

All skill levels welcome. Entry fee is \$25. Any questions, contact [John Peelle](#). Register on our website.

BIRTHDAYS

Solveig Deuprey	March 23
Jonathan Gallagher	24
Dick Davis	25
Phil Pace	25
Frank Pavel	29

Society 33

~A Society 33 Invitation~

WHO: Open to ALL Rotarians & spouses, Guests, Friends and Prospective members
WHAT: A Rotary After Hours social gathering at the restaurant bar for libations (non-host bar), snacks, and conversation (there is no cost for the event)
WHEN: March 25, 2015 5-8pm
WHERE: Miguel's Cocina Mexican Restaurant 2444 San Diego Ave, (Old Town) 619-298-9840
WHY: Because it's in alignment with the 5th (and often forgotten) test of Rotary...
Is it fun?!

No registration is required...Just show up!

Any questions? Contact John Neuhart at john.neuhart@usbank.com



SDSU Rotaracts helped to welcome our 2015 Camp Enterprise students.

CALENDAR

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

March

26 *Rick Gentry-President & CEO, San Diego Housing Commission*

April

2 *Len Hering-Executive Director, Center for Sustainable Energy*

9 *Captain Mark Cedrun, USN (Ret.)*

16 *Elliot Hirshman, President, SDSU*

GROTARIAN EVENTS

GREAT NEWS COOKING SCHOOL

Tuesday, April 21

5:30 pm - 8:30 pm

Cost \$49 per person

This is a demonstration class that includes a tasting of all prepared recipes and two glasses of wine per person

Please visit us on our [website](#) to get further info and to register for this event.

FACES IN THE CROWD



Kathy Koenig, Steve Green and their Camp Enterprise team.



Bruce Gresham and his nephew **Spencer** are participating in this year's Camp.



Pamela Stambaugh and **Serhat Pala's** team expressed their enthusiasm for camp.



President **Michelle** with "Woman of the Year" **Betty Peabody**.



Guest speaker **Jim Sinegal**, **Robert Price**, President **Michelle** and Camp Enterprise Chair **David Oates**.



Jim Sinegal inspired the students to follow their passions and seek out a mentor.



Several of our Camp Enterprise students participated in the Q&A session with **Jim Sinegal**.

CAMP ENTERPRISE



As usual, the Camp Enterprise team did an outstanding job organizing and managing the event. This year they were led by Chair David Oates.



The team who best incorporated the Four Way Test into their presentation we led by **Mark Burgess** and **Diana Marjip-Chuh**



President Michelle told the students the value of incorporating the Four Way Test into their lives.



An outstanding panel of judges were led by **Ray McKewon**.



The winning team led by **Christy White** and **Alan Spector** celebrates...but of course all the students won by experiencing a life changing weekend



Many new friendships were created

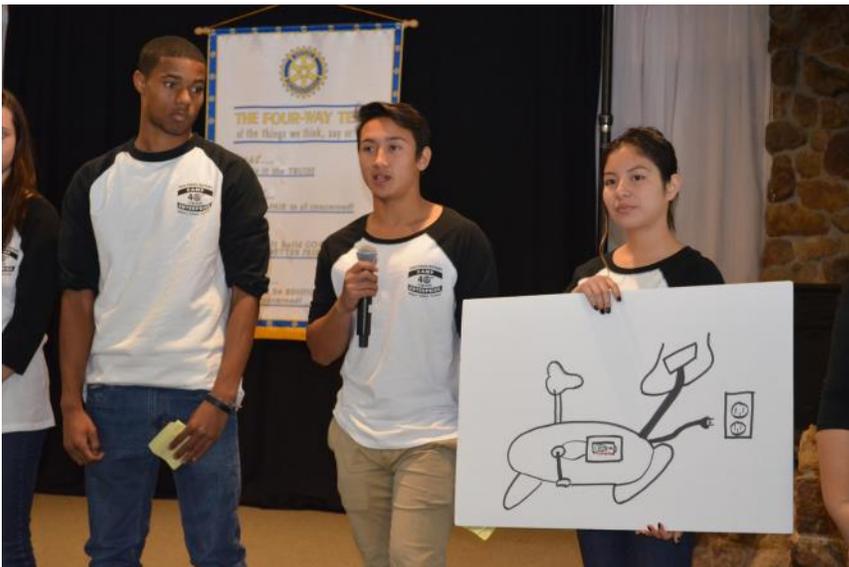
CAMP ENTERPRISE



Saturday Presentations at Camp Cedar Glen



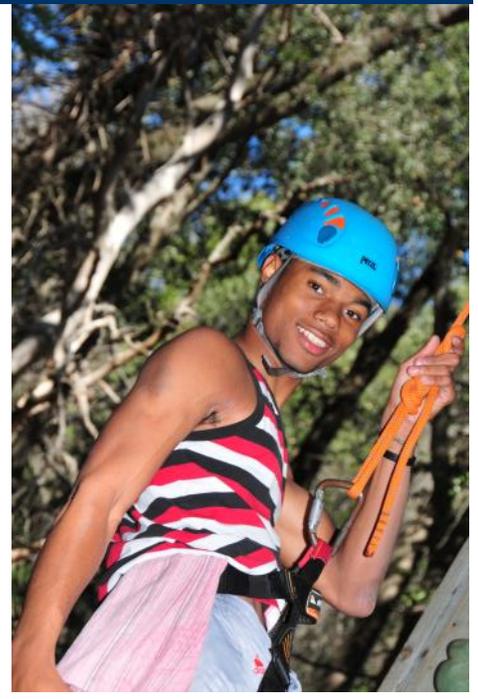
CAMP ENTERPRISE



CAMP ENTERPRISE



CAMP ENTERPRISE



CAMP ENTERPRISE



CAMP ENTERPRISE

The Four M's of Business by Carlos Cabrera (Camp Enterprise participant)

First,
let's start with the mission.
It's the main purpose of our organisation.
Why do we exist and what do we do?
Our real mission is to provide for you.
No kind of lie or deceit that we are selling from behind our booth.
It's nothing but the old, kind truth.
In reality, we love all of our customers...
and their money.

Secondly,
we got the marketing.
It's the part where we show the advertising.
We show you why you want it,
we show you why you need it.
Your craving to spend,
we will slowly feed it.
Our products have it all,
so why don't you hop online or buy it from the mall.

For our third M,
we got the best part,
it's even better if you consider it an art.
It's the money!
The fuel that drives the engine of a company!
You burn and burn the fuel to create the blazing inferno sacrificing for the late game so you can have your melting pot
of gold to indulge at the end.
With all that gold, what could you do?
Just think about that and there's nothing you can't do.

Last but not least,
this is the most important part.
It is the management,
which has the most heart.
In this section,
it's where the real magic happens.
It's where people work together to reach a common goal,
and that's to be the who makes the rules and controls the gold.

So my name is Carlos Cabrera,
and I'm the CEO of Cabrera Enterprise.
I'm the who controls the gold,
and I'm the one who makes the rules.

So how may I help you buy our amazing product today?