

## A Taylor Guitar Jam Session



**Craig Nelson**  
Editor

**President Michelle** called the meeting to order and welcomed visitors to the best Rotary Club on the planet!

The Inspirational Moment was delivered by **Cheryl Wilson**, CEO of St. Paul's Senior Services. Usually the introduction of

the inspirational speaker is brief but Michelle entertained us all with some additional insight into Cheryl's "walkabout" during which Cheryl collected not only frequent flyer miles but a husband as well! Cheryl's inspiration was a fitting and moving tribute to Veterans following last week's Memorial Day Holiday.

The Pledge of Allegiance and *God Bless America* were led by **Brandon Horrocks**, accompanied by **Suzu Spafford** and several club members who joined in with their Taylor guitars.

Sponsored by **Mike Rowan** and Goodwill Industries, the venerable **Bert Wahlen** presented the news... ISIS was up, stocks were down and water was scarce. In related news, David Letterman retired stating he could never pass Bert in the ratings and it was finally time to give up trying.

**Bob Fletcher** announced the annual Rotary Fishing trip will be on the Searcher from Sept 2 thru Sept 4<sup>th</sup>. There are only 10 spots remaining at the bargain price of \$460. Bob showed off the nice new trophy which now features an albacore, and dedicated it to his dad, Ferd Fletcher. The old one of a dolphin (*dolphin!?!?*) was kindly retired, finally, after the member who gave it passed away. The trophy probably should have had a photo of Bob on top; just as President Michelle was getting ready to set the hook in him for going too long, he went left while Michelle went right—and the Big Fish got away!

**Walter Lam** was first up to speak about his trip to East Africa with **Roger Haines** to see the club's investment in Rotary International Foundation projects. The slide show included pediatric facilities, a pharmacy, different water projects, a heart

surgery unit and a library – these guys are busy! Walter passed the baton to Roger "The Closer" Haines who explained how our donations pay for these very worthy projects, and you can earn a Paul Harris Fellow at the same time. Nice touch.

Cheryl Wilson was in the spotlight for the second time this afternoon as she had some 's'plainin to do over the glossy invites at the center of everyone's table. St. Paul's is having a gala on July 11<sup>th</sup> to kick off the expansion of their facility and our own **Bill McColl** will co-chair. For tickets go to [www.stpaulseniors.org/luvgala](http://www.stpaulseniors.org/luvgala).

While you have your calendar out, on June 13<sup>th</sup> our Military Affairs Committee will have their Picnic with a Purpose featuring a build-a-bike event. The committee will help members of the Single Marines Program assemble 20 bikes for military children. They could use just a few more volunteers, so if you are interested, please contact [Peg Eddy](#).

President Michelle announced that **Dr. Steven Green** was named 2015 Family Physician of the Year by the California Academy of Family Physicians! The quintessential family practitioner, Steve swims across oceans to help up to 4 generations of family all while wearing his Rotary pin! President Michelle noted that Steve not only wore his Rotary pin in the news photo but he mentioned Rotary in the article as well. She was so impressed she lowered his fine to \$250. Gee, what a softy.

Club 33 is having a banner year in the recruiting department as we introduced another 2 new members. **Kathlyn Mead** is the CEO of the San Diego Foundation. She and her husband, a UCSD neurosurgeon, have lived in San Diego 21 years and she had previous stints at both Children's and Sharp Hospitals. **Jeana Wallace** is the President of Health Insurance Advocates of CA. Jeana has an extensive background in helping non-profits until this monster called Obamacare came around and all her time was dedicated to helping her clients through the maze. *Continued on page 2*

## NEXT MEETING

**June 4**

**Audrea Taylor**

*President and Co-Founder  
im2moro*

*im2moro is a national non-profit organization engaging the millennial generation to own their future.*

### KNOWING MILLENNIALS

The millennial generation is here and they are shaking things up. They are the largest and most influential generation in US history. They think differently and they are doing things in new ways. Their approach to life, in fact their entire worldview, is unlike any generation before them. So if you are going to hire millennials, relate to millennials and even marry your children off to millennials, then there are a few things you should know about them. Audrea Taylor is looking forward to sharing with you some insight into the next generation of leaders and innovators who are already changing our nation and our world.



**Chair of the Day**  
**Linda Stirling**

### 2015-2016 Committee Sign-Up

Remember to sign up for the new year which begins on July 1st.

Click on this link to sign up by June 8: <https://www.surveymonkey.com/r/2015-2016Committee>

## QUICK BITS

The annual **District Governor's Dinner** is being held on **Monday, June 22nd at the La Jolla Marriott**. Please come out and show your support as incoming club presidents from our district are sworn in—including our own Peter Duncan. This is an awards dinner with presidential citations, music, celebrations, educational diplomas, service awards and more. There is an early bird discount if you register before June 7. [Click here](#) for registration info.

### ATTENTION ROTARY GOLFERS!

The final round of our tournament had to be rescheduled due to rain and will now be played on **Friday, June 26th** to determine the 2015 Champion. Please let us know if you are able to play on this new date. Join the fun and friendly competition at the San Diego Country Club by contacting Marten Barry [mbarry@naisandiego.com](mailto:mbarry@naisandiego.com) or Alli Lucas [alucas@naisandiego.com](mailto:alucas@naisandiego.com). Cost is \$116.

The **STEM Committee** is looking for volunteers to be a judge for the **Wilson Middle School Science Fair on Tuesday, July 7 from 4-7 pm**. Ideally, judges will have a science or engineering background, although that is not a requirement. If you are interested, please contact [Bink Cook](#).

## BIRTHDAYS

	June	
Chuck Pretto	3	
Julia Brown	5	
Doug Arbon	5	
Chuck Nickel	6	
Craig Benedetto	6	
Danitza Villanueva	6	
Tracy Sundlun	7	
Chip Goodwin, Jr.	7	

## A Taylor Guitar Jam Session Continued

Now that things have seemingly settled a bit, Club 33 will be her opportunity to get back to serving the community. Welcome, Kathlyn & Jeana!

Now, on to the show. President Michelle introduced **Bob “slowhand” Borgman** as Chair of the Day. The hot rumor on the Rotary twitter feed was that Keith Richards and a few of the Rolling Stones were going to show up ahead of the Rotary lunch for a jam session. The band turned out to be Bob and his fellow musicians entertaining the early arriving groupies...er, Rotarians. Bob was the perfect guy to introduce our speaker, but not before he bestowed our visiting Rotarian (Jim Frost from the distant land of La Jolla) with Bob Taylor's book “Guitar Lessons” and a bottle of wine to help with the songwriting. Jim's wife Kim was also one of the guitarists today - she'll enjoy the book, too!

Barbara Wight, our speaker of the day, was brought to the podium by Bob and gave a fascinating accounting of the history of Taylor Guitars. Founded in 1974 by Bob Taylor and Kurt Listug, the growth chart of Taylor looks like the typical technology company hockey stick...except the first 10 years of the stick are pretty flat. Bootstrapping the company meant they made one guitar at a time, using the proceeds to build the next until they had enough money to build one and a half! It was 12 years before they took their first paycheck, a whopping \$11. Today the company does over \$100 million a year with a worldwide workforce of 900 and sell 700 guitars a day, making them the largest acoustic guitar company in the United States.

Clearly a labor of love, one of the mottos at Taylor is “how we do business is more important than how much business we do.” The manufacturing process at Taylor blends the precision of laser technology for sizing and cutting where the process needs to be perfect and consistent, with handcrafted labor where an artist's touch is required. It's clearly working; Taylor makes 142,000 guitars a year at prices from \$398 for the smaller travel guitars up to \$20,000 for ones with specialty woods, and sells to rock stars and future guitarists alike. A side sport of Taylor employees is spotting rock stars using their guitars – and not a single artist is sponsored so they don't know who uses their guitars until they spot them. The artists aren't paid; they choose Taylor because they want them.

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## CALENDAR

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

### June

- 4 *Audrea Taylor — President, im2moro*
- 11 *Don Kent — President, Hubbs-SeaWorld Research Institute*
- 18 *Karen Possemato— Chief of Staff, Illumina*
- 25 *President's Roast*

## GROTARIAN EVENTS

### JUNE 16 USO AIRPORT CENTER TOUR

**Time: 5:30 PM - 7:30 PM**  
**Cost: \$25 per person**  
**Location: 3705 North Harbor Drive (across from Terminal 2)**

Join the Grotarians for a tour inside the largest USO Airport Center in the world. Retired USMC Sergeant Major, Bobby Woods, who serves as the current Director of the USO Neil Ash Airport Center, will welcome the San Diego Rotary Club and give us a detailed tour through this amazing center and the public art that exists around and within this facility. Food and beverages will be served outside on the patio at the end of the tour.

[Click here](#) for more details and to register.

### A Taylor Guitar Jam Session *Continued* ...

In 2011, Taylor purchased a “factory” in Cameroon – an ebony mill with no running water and no OSHA rep in sight. Today it is thriving and Taylor has a permanent source for the precious ebony wood that goes into every Taylor guitar. The idea was to promote sustainability and keep the ebony tree around forever. You see, Taylor needs that ebony and the trees will not be cut until they are 80 years old! Well, even the teacher gets a lesson sometimes: During a forest tour with a local cutter, the Taylor contingent discovered ebony trees are a blend of brown as well as the midnight black color we are all used to seeing. Not only did no one in the US know there was a mix of colors, but 90% of the tree’s wood is a blend of brown with black, not pure black. The brown portion was simply tossed to waste on the forest floor. Bob Taylor took to the phone and the road explaining the situation to his distributors and enthusiasts. Bob mandated to the local cutters as well as his clients that going forward, everyone would be using the entire tree. It worked. Many of the clients now prefer the unique blends of color on Taylor Guitars. Secretary of State Kerry noticed, and awarded Taylor a coveted award for corporate excellence. I’m betting there is a Taylor guitar in one of those rooms in the West Wing.

If you want to see the amazing process of making one of these guitars, Taylor gives free tours of its El Cajon headquarters daily at 1pm for up to 25 people. Now, walk in or call ahead for large group reservations and go get a “guitar lesson.”

## MEMBERSHIP

Please welcome our newest members to the club.



**Kathlyn Mead** - “Foundation-Community.” Kathlyn is the President and CEO of The San Diego Foundation. Alan Spector, **Joyce Gattas** and **Phil Blair** were her sponsors.  
(B) 619-235-2300  
[kathlyn@sdfoundation.org](mailto:kathlyn@sdfoundation.org)



**Jeana Wallace** - “Insurance-Health, Additional Active.” Jeana is the President and Owner of Health Insurance Advocates of California. David Oates, **Ian Campbell** and **Michael Kenny** were her sponsors.  
(B) 858-699-0286  
[jwallace@yourhealthinsuranceadvocate.com](mailto:jwallace@yourhealthinsuranceadvocate.com)

The following applicants were recommended to the Board of Directors by the Membership Committee and will be approved for membership unless objections are received at the Rotary office by June 8.

- Jeffrey D. Hill - “Federal Government-U.S. Attorney’s Office”
  - Brad Gastineau - “CPA-International”

## DISTRICT NEWS



On **Monday, June 15th**, the San Diego Padres will host the Oakland Athletics at 7:10 PM at Petco Park. Please join other Rotarians from District 5340 for an evening of baseball and fellowship. Before the game begins, Rotarian Amanda Wirtz will be performing our National Anthem on the violin! Other Rotarians will be throwing out the first pitch and raising the Rotary flag.

Tickets for this Rotary group event will be in the Field, Infield section 111 (below the walkway, beyond first base) at the discounted price of \$39 each. Plus, a portion of each purchase will be donated to Rotary's "End Polio Now" campaign. To place your order for tickets, please contact Rotarian Kevin Forrester ([kforrester@psmkr.com](mailto:kforrester@psmkr.com)), or (760) 944-1918. The deadline for orders for this event is June 5th.

Go Padres!

# FACES IN THE CROWD



Our jam session participants on their Taylor guitars along with our guest speaker Barbara Wight.



Chair of the day Bob Borgman, Barbara Wight from Taylor Guitars and President Michelle.



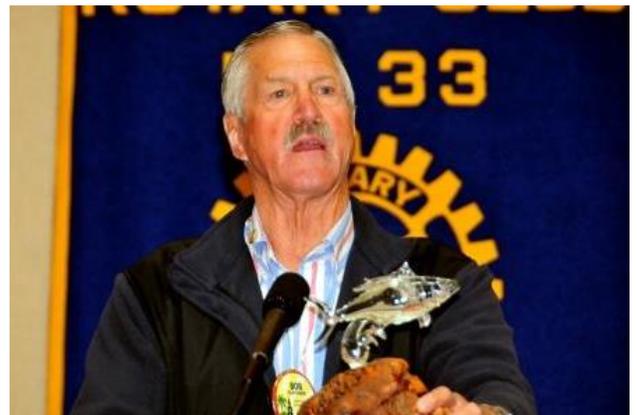
Jay Arnett, Ricardo da Rosa, Frank Caperino and Debbie Day.



Sarah Lamade, Ellen Casey and Katie Fulhorst.



Cheryl Wilson reminded us that the Red Poppy flower is used to commemorate soldiers who have died in war.



Bob Fletcher proudly introduced the new fishing trophy which features a crystal albacore.

**GT Frost** with his cousin and business partner Jim and his wife, guitarist Kim Frost.



**Jim Hughes** and his daughter Sophie.

