

Millennials



Tom Gable
Editor

President Michelle opened the meeting with a pitch appealing to the business sensitivities of Club 33 members. She announced that the Board has decided that the club can no longer subsidize each lunch by \$2 with funds coming out of reserves.

Beginning in July, members will be responsible to pay the exact costs of the weekly lunches, whatever that is determined to be.

Rachel Inmon pitched the June 16 Grotarian event at the USO at the airport. Family and friends are welcome for the behind-the-scenes tour.

Andy Liska is on the hunt for Rotator editors. He said the committee never meets and the editing assignment rotates every six to eight weeks. Andy stressed the power of the position: the editor can name the names, or not. (Based on Andy's guidance, your humble editor left out a few names).

Michelle honored the Rotarian of the quarter, **Cari McCormick**, member since 2009, successful attorney and mom, for her active participation in the Grotarian Committee and the Auction Committee for the past four years.

Bill Earley teleported into the meeting to pitch the American Red Cross and the Shelter of Hope, an 8-by-20-foot mobile home the ARC uses in disaster areas. ARC is working its way around the county with the disaster shelter and was to end at Kobey Swap Meet on Sunday, June 7. Anything we should know, **Chuck Preto**?

Linda Stirling, Chair of the Day, was hailed with husband **Larry Stirling** for raising more than \$10,000 for the Diana Venable Foundation by auctioning a dinner at their home each year. She introduced Audrea Taylor, proud millennial and co-founder in 2010 of "im2moro," a non-profit organization. Its mission: "To engage our generation to stand up and speak out to promote and protect the constitutional principles that made our nation great."

Audrea cited data on millennials--

individuals presently between the ages of 15 and 30-- as being the largest in U.S. history and now the largest in the work force. The GenY (or GenMe) generation is the most educated in history and are very tech savvy.

Millennials are more connected with new applications than other generations, with Snapchat and Meerkat among them. (Two Boomers at our table, **Ben Clay** and **Dick Green**, asked if anyone knew what the heck the apps were; maybe Club 33 has Social Media 101 as a future program?)

She also noted that she and her cohorts grew up differently from Gen X, Boomers and the pre-Boomer generations. Millennials were taught that everyone wins and they could do anything they wanted.

Audrea countered claims that the GenMe generation is lazy, entitled and apathetic. She said millennials are building their lives around compassion and choose brands and causes based on giving back. She cited reports on how eager millennials are to join non-profits and work for companies they love, even at lower salaries than they might find at less-loved companies.

Millennials are connected to our communities in ways that didn't exist a decade ago, she said. This creates the opportunity to transform our society and become one of the most influential generations in history.

But something is missing, she said. Millennials are not engaged in the tough issues about our world. They don't have a sense of urgency. They haven't experienced war or a cold war. She was six years old when the terrorists struck on Sept. 11, 2011. Kids are not reading newspapers. They get their information online but don't follow issues and policies. They are unengaged and uninformed, she said. Many don't know where they are in the election process each year and don't plan to vote. They are not engaged in political discourse, hence the vision and mission of her organization.

Continued on page 2

NEXT MEETING

June 4

Don Kent

*President of Hubbs-
SeaWorld Research*

Institute

Rose Canyon Fisheries: San Diego Securing the Future for Healthy, Local, Sustainable Aquaculture

Rose Canyon Fisheries is a partnership between Hubbs-SeaWorld Research Institute and Cuna del Mar established to operate a commercial-scale fish farm off the San Diego coast—the first operation of its kind in federal waters of the United States. Designed to meet the growing demand for healthy, local seafood, the project will generate hundreds of jobs, tens of millions of dollars in annual economic impact for the region, and re-establish San Diego as a National leader in seafood production.



Chair of the Day
Jan Driscoll

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

Alcazar Gardens clean-up and replanting—volunteers are needed on June 19 from 8 am to 10 am. Your participation would be greatly appreciated on this effort. This is part of our club's responsibility in the adopt-a-plot program for Balboa Park's Centennial. Please contact [Pat Caughey](#) to sign up.

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. [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 or Alli Lucas alucas@naisandiego.com. Cost is \$116.

BIRTHDAYS

Pamela Stambaugh	June	8
Tom Fetter		9
Yvonne Larsen		12
Ian Stewart		12
Lambert Hsu		12
David Kvendru		12
Jeremiah Doran		13
Al Sibel		14

Millennials Continued from page 1

Audrea said to remember what President Reagan once said, "Freedom is never more than one generation away from extinction." She is looking forward to doing more with im2moro to ensure that her generation isn't one that lets this happen in the United States.

EDITOR'S NOTES

Coincidentally, yours truly has been gathering data for chapters in a public relations management book on managing across multiple generations (Traditionalists, pre-1946; Boomers, 1946 to 1964; Gen X, 1965 to 1976; Gen Y, 1977 to 2000; on the way, Gen Z, 2001 and forward). Dr. Jean M. Twenge, of San Diego State University, publishes regular reports on generational differences. Her work bursts several myths about the millennials. To quote from one of her studies:

"GenMe is no more or less likely to be interested in the social good than previous generations were," she wrote. "In contrast to popular media reports, GenMe does not value altruistic rewards at work more than Boomers or GenX did."

Audrea and her colleagues have also noted that being connected technologically isn't necessarily good. In the abstract for the Degruyter report linked to below, the authors note:

Social media build shallow, "weak" ties, increase self-focus (including narcissism), and may lead to mental health issues for some individuals. Over the time social media became popular, young people's empathy for others, civic engagement, and political involvement declined.

LINKS

Generational Studies:

Twenge, J.M., Campbell, W.K., & Freeman, E. C. (2012). Generational differences in young adults' life goals, concern for others, and civic orientation, 1966-2009. *Journal of Personality and Social Psychology*, 102, 1045-1062. <https://www.apa.org/pubs/journals/releases/psp-102-5-1045.pdf>

Social Media Studies:

Twenge, J. M. (2013). Does online social media lead to social connection or social disconnection? *Journal of College and Character*, 14, 11-20. <http://www.degruyter.com/view/j/jcc.2013.14.issue-1/jcc-2013-0003/jcc-2013-0003.xml>

CALENDAR

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

June

11 *Don Kent — President, Hubbs-SeaWorld Research Institute*

18 *Karen Possemato— Chief of Staff, Illumina*

25 *President's Roast*

July

2 *Dark*

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)

[Click here](#) for more details.

JULY 14 HUBBS-SEAWORLD RESEARCH INSTITUTE TOUR

Time: 5:00 PM - 7:00 PM
Cost: \$35 per person
Location: 2595 Ingraham Street San Diego, 92109

Join us for a fascinating, behind-the-scenes look at the exciting work under way at the Hubbs-SeaWorld Research Institute!

[Click here](#) for more details.

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



Past President Chuck Pretto, **Larry Kuntz** and **Don Teemsma** had a chance to catch up before the meeting.



Chair of the Day **Linda Stirling**, guest speaker **Audrea Taylor** and President **Michelle**.



Rachel Inmon introduced the June 16 Grotarian event at the USO Airport Center to the tune of Bette Midler's *Boogie Woogie Bugle Boy*.



Congrats to **Cari McCormick** for winning Rotarian of the Quarter.



Bill Earley was fined for Skyping in a call to us from his simulated disaster shelter, which he is temporarily living in as part of the Red Cross's Shelter of Hope fundraising campaign.



Past President **Stan Hartman** continued to bring awareness to the Shelter of Hope campaign with flyers he put out on the tables. He, too, was subsequently fined by President **Michelle**.

Shandon Harbour and **Reid Carr** were spotted in our crowd today.



Dr. Frank Pavel was joined by his wife **Madeleine** and his son **Zach**.

