

Why Rotary?



Deirdre Maloney
Editor

The muggy heat outside couldn't keep our Club 33 members down, especially once the ringing bell got everyone to their feet. That's when we heard from **President Peter** that three of our members have joined **Michelle Candland** and **Bob Kyle** as our newest Foundation Champions, donating a minimum of \$10,000 to the Rotary Club of San Diego Foundation. Thanks to **John Rebelo**, **Jim Hughes** and **Nancy Scott** for their generous contributions!

It turned out that Nancy wasn't finished with her time on the dais, giving an Inspirational Moment that explained why she decided to become a Foundation Champion (despite the fact that she said she had to sell her many hats to do it). She talked about how Rotary has changed her life, how she always walks out of meetings feeling lighter and more joyful. She then wrapped up with some sage words of advice, including one about underwear that may have just made this Rotary editor blush.

Steve Hubbard then stepped up to lead us in the Pledge and the singing of *My Country 'Tis of Thee*, accompanied by **Larry Showley**. Next up was **Mark Burgess**, who gave us the news, sponsored by **Mike Kenny** of Co-Merge Workplace, along with a bit of "dry humor" that elicited a vocal groan from President Peter. Our fearless leader did collect himself enough, however, to welcome our guests, including District Governor Janice Kurth, District Governor Elect Marilyn Sanderson, and Past District Governor Larry Scott.

Other guests included members of the SDSU Rotaract Club, and Belgica Crespo, the president of the new City Heights Rotaract Club. President Peter also pointed out alumni Rotaracts in the room: Bobby Marsh, Elle Masri and Jeremy Poincenot. The theme? Though all three are just beginning their careers, they have all already accomplished amazing things that are "Service Above Self." Our club is currently developing a plan to bring more individuals like these into the club. Stay tuned!

A few more announcements followed all of this inspiration. **Mary Colacicco** reminded us about the August 13 Membership Reception before both **Walter Lam** and **Larry Stirling** found themselves facing some fines. (Both gentlemen

had recent features in the *Union Tribune* and failed to mention Rotary. Tsk tsk.) Some positive props then came for **Georgina Serrano**, now a Paul Harris Fellow, before we were introduced to our two newest members: **Captain Kathy Kerrigan** and honorary member **Rear Admiral Markham Rich**. Welcome!

We all got a little bit of déjà vu when Chuck Pretto took his turn at the podium and uttered his first words, "Thank you so very much." After providing a potpourri of Kobey's Swap Meet goodies and 100 Paul Harris points to the visitor from farthest away, Chuck introduced our speaker, Rotary International Director Brad Howard.

After removing his tie at the urging of a tieless President Peter, Brad got down to business. He began with the problem facing Rotary Clubs around the world, that despite all of the incredible work being done, there continues to be an ongoing decline in Rotary membership.

Brad believes the problem has to do with the way we talk about Rotary. He pointed out that many of us think of Rotary as a service club that has members. Instead, he believes we are actually a membership organization that does service.

What's the difference? The difference is that, unlike the category of service organization, which includes thousands of other entities (and, therefore, thousands of direct competitors), Brad believes we are a category of *one*, a club like no other, because of our extraordinary members (1.2 million of us around the world!). This is what makes us special.

Because of this, Brad says our greatest priority should be the "caring and feeding of members", that we must constantly remind ourselves and others about the unique benefits of membership. He said the key to motivating prospective members to join (including our younger generations) is to stress that they get to align with community leaders, to learn from those who are accomplished and respected, to sit with remarkable people and do remarkable things.

Brad stressed that focusing on membership benefits in no way diminishes our incredible service work, but instead brings more people together to do even more of it. In the end, that's what he believes will help Rotary continue on as the strong, impactful, extraordinary organization it is, now and for generations to come.

NEXT MEETING

August 6

Ignacio De La Torre
AT&T Regional
Vice President

It Can Wait

Ignacio De La Torre, Regional Vice President of External Affairs for AT&T, will share what AT&T is doing to expand the It Can Wait campaign from a focus on texting while driving to include other smartphone driving distractions that have emerged as our relationships with our devices have changed. Ignacio will share AT&T's simple message to keep drivers safe: Keep your eyes on the road — not on your phone!

How do you rationalize engaging with your social media while on the go in your car? Maybe you have not, but do you wonder if your spouse, kids or grandkids do? Learn why AT&T has embarked on their It-Can-Wait campaign for the 5th year and see for yourself how effective advertising and promotion can impact real results. Oh, and do you think you're a skilled driver with nanosecond reflexes? Then test your skills in the text-and-drive simulator that will be available before and after our program. Don't miss this powerful program!



Chair of the Day
Tom Gable

QUICK BITS

Audio recordings of our Thursday programs are available through the Rotary office. Please contact [Mary](#) if you are interested in having a recording emailed to you.

The **SMALL CLUB JOINT VENTURE COMMITTEE** wants to remind you to consider doing your meeting makeups with the **Southeast 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 you plant to attend.

BIRTHDAYS

Daryl Ferguson	August	4
Dean Crowder		4
Armon Mills		4
Suzanne Frontz		4
Patrick Schulze		4
Chuck Dunning		4
Ernie Hahn		5
Mel Katz		7
Ken Andersen		7
Diana MarJip-Chuh		7
Chris Deal		7
Sam Rinaker		7
Jim Goode		8
Craig Starkey		9
Todd Struyk		9
George McKinney		9

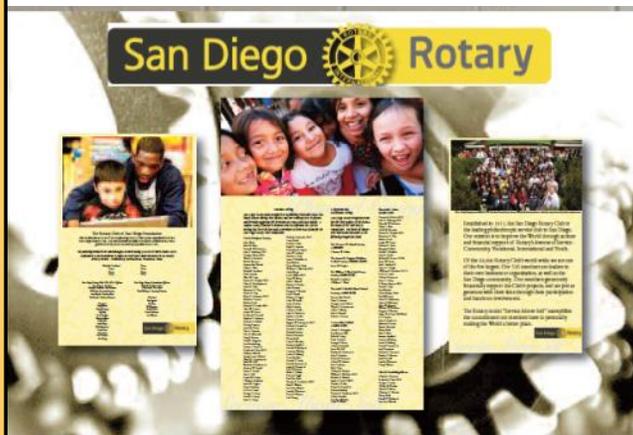
THE NEW FOUNDATION

Thank you to our newest Foundations Champions:

Jim Hughes
John Rebelo
Nancy Scott

Chair Michelle's Challenge

As her first official duty as Chair of the newly approved Rotary Club of San Diego Foundation, Michelle Candland surprised everyone today with a very generous offer to match up to five members to become "Foundation Champions" by donating \$10,000 to the new Foundation. As Michelle mentioned, the Foundation represents a significant opportunity for our Club to better control its future, manage its own resources and focus on the projects that we believe most benefit the Rotary mission. Michelle "walked the walk" by making a \$50,000 commitment. Foundation Champions will be permanently honored on a donor board in the lobby of Liberty Station. Now is the time for others to step up and commit as well. Contact Michelle or our ED, Paul Devermann, to further discuss the opportunity to help to make the future brighter.



CALENDAR

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

August

13 Dr. Peter Salk

**20 Dr. Steven Steinhubl—
Director of Digital Medicine**

**27 Phil Blair & Jenni Prisk—
Business Networking**

GROTARIAN EVENTS

AUGUST 18—POOLSIDE CHAT

Time: 5:00 PM - 7:00 PM

Cost: Free

Location: John Morrell's residence

This event is only for Grotarians and appointed Committee Chairs—please, no spouses or guests.

A reminder that this is a Centennial Badge requirement for Grotarians.

[Click here](#) for more details.

Save the date! September 27 event at the San Diego Mesa College Math & Science Center. Come watch the lunar eclipse with fellow Rotarians and scientists. More details to follow soon!

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

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FACES IN OUR CROWD



President Peter, Rotary International Director Brad Howard and Chair of the Day, Past President Chuck Preto



Joe Craver and Bill Earley greet the club's newest Military Liaison, Admiral Markham Rich.



Both Walter Lam and Larry Stirling were fined for not mentioning the club in the UT article that featured them.



Congratulations to Georgina Serrano for receiving her first Paul Harris Fellow.



Mary Colacicco invited members to bring a guest to the August 13 Membership Reception.



Walter Lam, DG Janice Kurth, DGE Marilyn Sanderson and Past DG Larry Scott with Brad Howard.



President Peter recognized young Rotarians Bobby Marsh, Elle Masri and Jeremy Poincenot for their continuous work in the community and for Rotary.

MEMBERSHIP

Please welcome our newest members to the club.



Captain Kathy Kerrigan- “Human Resources-Military.” Captain Kathy Kerrigan is the Total Force Management Director for Navy Region Southwest. She is responsible for the execution of total manpower requirements consisting of 10,000 billets comprising civilian, military, and contractors across six states and ten Navy installations. She is a seasoned management professional with over 23 years of military experience as a Human Resources Naval Officer.

Kathy is an avid runner and triathlete, who was selected for the United States Navy Triathlon Team several times over the last 10 years and was a member of the United States Armed Forces Military World Teams four times.

April Langwell, Jo Dee Jacob and Bill McDade were her sponsors.

Email: kthker@yahoo.com



Rear Admiral Markham K. Rich, Commander Navy Region Southwest- “Military Liaison.” Rear Admiral Rich is a native of Jacksonville, Florida. He is a 1983 graduate of the University of Florida where he received a Bachelor of Science in Industrial & Systems Engineering. He holds a degree as Master of Science in Systems Technology, Space Systems Operations from the Naval Postgraduate School.

He has accumulated more than 3,800 flight hours and 900 carrier-arrested landings. His decorations include the Legion of Merit, Defense Meritorious Service Medal, Meritorious Service Medal, Strike and Flight Air Medal, Navy and Marine Corps Commendation Medal, and Navy and Marine Corps Achievement Medal, along with various campaign and service awards.

He and his wife Brooke have three grown children and he is very much looking forward to being engaged in the community.

April Langwell was his sponsor.

Save the date!

Thursday, August 13 at 11:30 am

Give The Gift of Rotary

San Diego Rotary

VIP Reception

Room 202

You and your prospective member are invited to a pre-lunch meeting reception at the Liberty Station Conference Center for an opportunity to introduce your member prospect to some of our club Rotarians and Board Members. The club will provide a complimentary lunch for your guest.

—ADMISSION REQUIREMENT—

Bring one prospective member!

—Registration is required—

Please visit our website to sign-up

<http://www.sandiegorotary.club/event/>