



# THE ROTATOR

Vol. 102, No. 40 April 28, 2016

SAN DIEGO ROTARY CLUB

## Keeping Connected

Since we were dark this week, we want to take the opportunity to update you on the club's social media activities and outreach, and to offer you the opportunity to try out a new app that we are considering employing.

**GroupAhead** - We have a new app that we have been quietly testing and feel that it could be a great and convenient way to easily communicate among members, committees and other sub groups. It was developed by Group Ahead, [www.grouppahead.com](http://www.grouppahead.com) and is specifically for clubs and other member organizations to facilitate communication between members. It can keep you up-to-date on events, meetings, group posts, photos and other activities. Only authorized users may use the app, making it closed to just our club. We are currently in test mode which means our app isn't yet available in the app store. As such, if you try to install it, you will receive a warning about installing apps that aren't approved in the app store. But be assured that many of us have already been trying it out without any issues. If we decide to move forward with this app, it will become an approved app in iStore and Google Play. If you are interested in testing the app it can be downloaded here: <http://ourapp.link/san-diego-rotary>. Try it out and let us know what you think!



**Twitter** - You may be surprised to learn that our Twitter account has over 5,000 followers, and we actively tweet about our programs and activities. In the last month alone, our tweets have made nearly 7,500 impressions and nearly 500 people have viewed our profile. Not surprisingly, as it was about technology, the tweets with the most impressions this past month were related to our ViaSat program. If you have a Twitter account, be sure to follow us at @RotaryClub33. A thank you to many of the members who are active on Twitter for tweeting about our activities and programs, including **Will Rivera** @willrivera68; **Pamela Luster** @SDMesaPrez; **Mark Burgess** @mrmrmarkburgess; **Peter Callstrom** @PeterACallstrom, **Tom Karlo** @TomKarloKPBS and our **President Peter** @PrezDuncan.



## Next Meeting

May 5, 2016

### Grupo Folklórico from San Ysidro High School

In celebration of Cinco de Mayo, students from San Ysidro High's Grupo Folklórico will perform for us.

Grupo Folklórico San Ysidro (GFSY) was founded by Mr. Lalo M. Hirsch in July of 2002. The group's beginning coincided with the inception of San Ysidro High School as a new addition to the Sweetwater Union High School District in Chula Vista, CA. Dancers consist of high school students and alumni to SYHS.

Starting the program with only twenty-five students, Mr. Hirsch has now built the dance program to serve roughly two hundred dance students each year, making it the largest folklórico program in the Sweetwater Union High School District. High school group members receive college elective credit, performing arts credit, as well as physical educational credit. Dancers range in age from 14 to 25 years of age.

The purpose of GFSY is to promote an understanding and appreciation for the rich and diverse world of Mexican folk dance.

Continued on page 2

## QUICK BITS



On September 22, 2016 our club will present its **2nd annual Peace Award**, and you are invited to submit a nomination for the award. [Click here](#) for the criteria and application form. **The deadline to submit your nomination is May 31.**



### Club 33 Spring Tennis Tournament

Our **Spring Tennis Tournament will be held on Wednesday, May 25th at 5:00 pm** at the Barnes Tennis Center in Point Loma.

The cost is \$25, with most of the proceeds going as a donation to benefit Barnes Tennis Center's youth tennis program.

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

## BIRTHDAYS

	May
Deborah Szekely	3
Jim Groen	3
Ron Eisenberg	3
Bev Siligmuller	5
Simona Valanciute	5
Randal Densley	6
George Gildred	6
Woody Woodcock	7
Tim Riley	7
George Jessop	8
Punky Chapman	8
Scott McClendon	8

## Keeping Connected continued

**Facebook** - Many members follow our Facebook page and we are very active with posts on events, programs and new members. Find us at "Rotary of San Diego – Club 33", Friend us, then Like, Comment and Share our posts.

**Instagram** – We are new to Instagram, but have plans to become more active soon. Our account is sdrotary33.

**LinkedIn** – Our professional members are active users of LinkedIn. While our San Diego Rotary LinkedIn group isn't very active, it does have 311 members, so if you are a regular user of LinkedIn, make sure that you join our group.

**Website activity** – Since **Marlee Ehrenfeld** and her team at MJE Marketing totally re-designed our website, we have seen a dramatic increase in visitors. As of this January we have had nearly 5,000 users visit our site, and nearly 20,000 page views. It has become a significant source of membership inquiries, especially among the younger demographic.

**Rotator** – Our weekly publication continues to be popular. Nearly half of our members open and read the publication every week. The annual survey continues to give it high marks.

**And speaking of the Annual Survey, we will close this year's survey on May 2nd, so be sure to give your opinion and have your voice heard here <https://www.surveymonkey.com/r/RotarySurvey2016>.**

## MEMBERSHIP

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 May 11.

- Gregg Oggel – "Marketing – Ecommerce"
- William Lawrence – "Museum-History Center"
- Greg Sterner – "Physical Therapy, Additional Active"
- Richard Donnelly – "Investments - Wealth Management, Additional Active"

## CALENDAR

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

### May

5 *Grupo Folklorico from San Ysidro High School*

12 *STEM Cook-off*

19 *George Chamberlain*

26 *Douglas Gordon*

## GROTARIAN EVENTS

**Tuesday, May 17**  
**Barnes Tennis Center**  
**REGISTRATION IS NOW OPEN**  
[Click here](#) for event details and to register.

**Wednesday, June 22**  
**California Tower at The Museum of Man**  
**REGISTRATION IS NOW OPEN**  
[Click here](#) for event details and to register.

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

Peter Duncan, 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