



THE ROTATOR

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SAN DIEGO ROTARY CLUB

An Xpress Way to Travel

Next Meeting



Camille Newbern
Editor

This past year has brought about much discussion of the US/Mexico border, thanks to a certain presidential candidate who shall remain unnamed. But while said candidate is in favor of building a wall dividing our two countries, courtesy of our hermanos to the south, today's speaker had something else in mind--a bridge adjoining Mexico and the US thus expediting the crossing of the world's busiest border.

Sheryl Reichert, who spoke on her impending retirement, delivered the Inspirational Moment. Sheryl joked she hasn't received this much advice since she was pregnant with her now teenage children. In the words of her mother, "You are either green and growing or ripe and rotting."

Brandon Horrocks and **Larry Showley**, in honor of member **Natasha Josefowitz's** 90th birthday, led the club in a verse of "Happy Birthday," before leading us in the Pledge and *America the Beautiful*.

Following the news, sponsored by **Kathlyn Mead** of the San Diego Foundation, **President John** introduced his now much anticipated segment, "the video of the week". In keeping with the theme of foreign relations, the Peter Sellers video depicted "lost in translation moments that any world traveler is all too familiar with."

Diana MarJip-Chuh reminded us that we are less than two weeks away from the November 17 auction. Please remember to RSVP "yes" to the evite regardless of your schedule, as the corresponding poll will allow you to donate wine, funds, goods or all of the above. At the next meeting, donors' nametags will be embellished with a star for the rest of the year. And as for non-donors? Well, they will have to bear the shame of a plain ol' Rotary badge.

Following Diana's lightly veiled threat of charitable embarrassment, **Bob Fletcher** relinquished his thrice self-awarded fishing trophy to **Rick McElvain**

who beat Bob's catch by less than a pound. Sometimes, bigger really is better (just don't tell that to my 6-pound dog).

On behalf of the Alliance for African Assistance, **Walter Lam** invited the club to join him at the Child Scholarship Charity Gala on Saturday, November 12. Individual tickets are \$90 and tables are \$800. Despite his kind face and tall stature, even Walter was impervious to President John's \$350 fine.

Club 33 welcomed three new members today: Inside Data Solutions co-founder and outdoor lover, **Kristen Ford**; French-born, Republic Services Inc. sales manager **Hugo Douge**; and international citizen and Simplexy Platforms founder **Edward Barak**. These three new members diverse in experience, interest and background, will be welcome additions to the club.

As president of the Clay Company, which was instrumental in the execution of the aforementioned bridge, **Stephanie Saathoff** was the natural choice for Chair of the Day. Despite their absence at the meeting, **Nicky** and **Ben Clay**, founders of the Clay Company and upcoming namesakes of a wall at SDSU, the ruthless Samaritan President John fined them for the free publicity. And, as he is nothing if not fair, the President then went on to fine **Jim Hughes** for the mere mention of the Rotary and Clay Company's tenancies at his Old Town property.

As is the duty of Chair of the Day, Stephanie welcomed the Rotarian visiting from the furthest distance. Hailing all the way from Escondido, Doug Clark was gifted a wireless speaker that the Chair promised would work all around the world, even in places as exotic as Escondido.

Our guest speaker, Elizabeth Brown, is, without exaggeration, transforming travel between the United States and Mexico. Though she has lived globally, the new San Diegan has recently turned her attention locally.

November 10, 2016

Annual Salute to Military Program

Guest Speaker:
Dr. Kris Peterson,
COL (Ret), MC

Please join us in welcoming over 55 veteran and active duty personnel and guests to our program!

Dr. Kris Peterson (COL RET) was deployed to Iraq in 2003. He was the senior psychiatrist deployed at the beginning of the war. He ended up traveling from Southern Iraq to the very North of the Country as the war unfolded. He experienced the highs and lows of combat from a provider/physician psychiatrists point of view. He shares his experiences of the highs of camaraderie and working to help others in stressful circumstances to the lows of seeing people hurt physically and emotionally. Dr. Peterson returned to Iraq in 2011 with his experiences 'book ending' the war in Iraq. He will share slides of his tours in combat and talk about his experiences and relationships developed there in country. He is an expert in treating PTSD and will briefly talk about some of the treatments being used to combat this illness and support our Soldiers.



Jim Wynkoop
Chair of the Day

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QUICK BITS

In observance of Veterans Day the Rotary office will be closed on Friday, November 11.

Upcoming Officer and Board Election

Check your inbox on November 14 for the ballot and candidate information for this year's election. You will have until midnight on December 8 to submit your vote electronically. If you normally receive a printed copy of the Rotator via mail, you will be mailed a ballot and voting information. Results will be announced at the Holiday Party on December 15.

BIRTHDAYS

November

Bill Earley	7
John Reid	8
Nancy Laturno-Bojanic	8
Micah Parzen	9
Kendra Mattson	9
Newt Pollack	10
Kobe Bogaert	11
John Hattox	11
Fred Frye	12
Malin Burnham	12
Keith McKenzie	13

An Xpress Way to Travel *continued*

In the most rudimentary sense, Cross Border Xpress (CBX) is an enclosed pedestrian skybridge that spans the US/Mexico border, connecting a new passenger building in San Diego directly to the Tijuana Airport (TIJ) terminal immediately south of the border. But, as Elizabeth was quick to explain, CBX is so much more than just a bridge. It is an economic stimulator, facilitating business and recreational travel throughout both Mexico and the rest of the world.

As any local can tell you, crossing the international border is no peach. Yet, 74% of all passengers flying out of the TIJ airport are crossing the border at some point during their journey. CBX cuts the border crossing time down from hours to a mere 30 minutes, giving you more time to enjoy the complimentary WiFi and peruse the duty free.

In 2007, the opportunity to create CBX was identified. Coincidentally, 55 acres of land directly adjacent to the Tijuana airport were available and the land was acquired in 2008. In what was one of the fastest approval times ever, CBX received presidential approval in 2010 and began construction in May of 2014. As you may have guessed, building a bridge adjoining two countries was not a simple task. The first of its kind, CBX required a construction company from both countries, each of which conducted their work in their respective languages and units of measurement, often while holding meetings through the fence dividing the US and Mexico. (At this point, I could not help but wonder why they didn't just dig a tunnel and call it a day.)

Despite the numerous challenges, the teams persevered and CBX held their official opening on April 7, 2016. Since that day, the bridge has served over one million passengers. CBX anticipates that nearly 1.3 million will cross by the close of this year and 1.8 million passengers in 2017. Where one man builds a wall, another builds a bridge.

Our club's app (Groupahead) has had some updates so be sure to download them. And if you haven't already signed up for the app, remember to do so from the App Store or Google Play. It's the best way to stay in touch with all of the club's meetings and events.



CALENDAR

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

November

10 Annual Salute to Military
Guest speaker: Kris Peterson, M.D., COL (Ret), MC

17 Giving Thanks & Giving Back Auction

24 Dark—Happy Thanksgiving

GROTARIAN EVENTS

Wednesday, November 30
American Red Cross San Diego
Time: 5:30 pm - 7:30 pm
Cost: \$20

Join Grotarians and Rotarians in visiting our local Red Cross and see for yourself the state-of-the-art Disaster Operations Center, learn hands-only CPR, hear from Red Cross responders and get tips on becoming better prepared for the next disaster or emergency! At the end of the event, we will enjoy wine, beer and appetizers.

[Click here](#) to register.

The Rotary Club of San Diego Foundation released its Annual Report for 2015-2016. You can read about the amazing projects that your Foundation supports.

[San Diego Rotary Foundation](#)
[2015 - 2016 Annual Report](#)

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

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AUCTION



ANNUAL AUCTION NOVEMBER 17

Our annual **Giving Thanks & Giving Back** auction is just around the corner! If you haven't already done so, please consider making a donation towards our silent or live auction. Complete the [donation form](#) and return it to the Rotary office. Donations of wine for our Wall of Wine need to be at least 91 points or better and cost a minimum of \$25. Don't forget to ask friends, neighbors, family and co-workers for auction items, or simply invite them to the event to shop! **The silent auction will begin at 11:00 am.** Any questions? Contact Auction Chair [Diana Mar-Jip Chuh](#). *If you will be bringing guests to this event, please register them [online](#).*

This is our biggest fundraiser of the year and proceeds support our 28 service projects and our Impact Fund. Thank you for your generosity and for your "Service Above Self".



MEMBERSHIP

SAVE THE DATE!

The next **New Member Prospective Reception** will be held before lunch at Liberty Station on **January 5th**. Start thinking about who you might like to invite and bring them along to the first program of 2017, our annual Economic Forecast program. You can [click here](#) to register yourself and your guest for the reception.

The Membership Committee meets just after lunch on the third Thursday each month. Please join us when you can. We'd love to see you there.

Sincerely,
Divya, Rachel and Lynn
Membership Committee Co-Chairs

Please welcome our newest members to the club:



Hugo Douge “Waste and Recycling.” Hugo is a Sales Representative for Republic Services, Inc.

He is from France. His late father was a member of the Chamonix Mont Blanc Megeve Rotary Club for 20 years. Because of this, Hugo became involved in several events and programs organized by the club. He participated in Rotary Youth Exchange programs 3 times, traveling to Denmark, Canada and Israel.

Hugo says that these experiences with Rotary had a major impact on the foundation of the young man that he is today, and is one of the reasons he is living 6,000 miles away from his home country. He has been living in San Diego for the last 3 years.

Richard Walker, Evan Wahl and Will Newbern were his sponsors.

Email: hugodouge@gmail.com Business phone: 619-240-4717



Kristen Ford “Data Management and Analytics.” For the past 16 years, Kristen has been Co-Owner and Chief Strategist of Insight Data Solutions.

She is a former member of the West Orange Rotary Club in New Jersey. She also volunteers monthly at Father Joe’s Village.

Ginny Ollis was her sponsor.

Email: Kristen.ford@insightfordata.com Business phone: 973-202-5194



Edward Barak- “Video Streaming Technology.” Ed is the Founder and CEO of Simplicity Platforms LLC. His company produces a USB-sized device that makes streaming a smoother and better experience for the user.

He spent 11 years living in China, and 8 years in San Diego after moving back to the States. Ed attended SDSU for 2 years before transferring to Rutgers in New Jersey to complete his degree. Due to the recent success of his business, he has since put his degree on hold to focus on running his company.

Teaching and technology are his passions so he is looking forward to getting involved with our STEM projects.

David Oates, Bink Cook and Audrie Astebury were his sponsors.

Email: edward.barak@mysimplicity.com Business phone: 717-502-2725

FACES IN OUR CROWD

Photos courtesy of Paul Hartley



A big thanks to this week's check-in crew!



The annual Warm Clothes Drive took in plenty of much needed winter wear for the senior at St. Paul's PACE.



Congrats to Natasha Josefowitz who celebrated her 90th birthday on Monday, October 31st.



Congrats to Rick McElvain for winning this year's Ferd Fletcher Perpetual Fishing Trophy.



Guest speaker Elizabeth Brown explained all of the benefits of the Cross Border Xpress for travelers flying in and out of Tijuana.



President John and John Driscoll.

