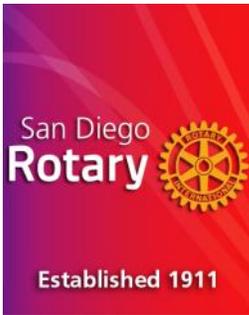


# THE ROTATOR

Vol. 103, No. 29 February 16, 2017

SAN DIEGO ROTARY CLUB

## REALITY CHANGERS



Jo Dee Jacob  
Editor

**“Gangs don’t have a waiting list; why should Reality Changers?”**

Guest speaker, Founder and CEO, **Chris Yanov**, informed us of the stunning success of Reality Changers (RC) programs that help high-potential, low-income youth become first-generation college students. Since 2001, the organization has served 1,200 of the toughest and brightest youth from dangerous neighborhoods by preparing them to attend over 100 colleges and universities. Creating positive peer pressure, RC identifies middle school kids with GPAs below 2.0, mentors them, and tracks them for years--until they graduate from college and establish careers. A heart-warming video of Edmundo, a 0.0 GPA 8<sup>th</sup> grader destined to become a gang-banger, highlighted the program’s impressive results. Edmundo recently graduated from UC San Diego. Saludos to Chris for his vision and tenacious leadership in changing kids’ reality!

Chris complimented San Diego Rotary as the “best club in the world,” but then asked, “What if Club #33 is only *half* as good as it could be?” He challenged us to get 400 kids off the waiting list for Reality Changers.

Regional Vice President of AT&T and our Chair of the Day, **Ignacio de la Torre**, practices impact investing and recently awarded a \$500,000 grant to Reality Changers. Thank you, Ignacio!

Questions from the floor included: attrition rate (very low, 3%); changing kids’ attitudes; the role of public schools; cost per student (\$4,000/year); and family influence.

Rob Martin, visiting Rotarian from Grand Cayman, thanked Club #33 for such a warm welcome. He plans to attend our next five meetings and hopes to get goodies from our Chair of the Day each week. Hey, Rob, is that “fair to all?”

Fines and announcements:

- **Jen Weissman** inspired us to make a difference in the life of a child.
- Past Prez **Chuck Pretto** and Prez-elect **Bob Russell** presented information about Club Project Allocations and announced deadlines for budget submissions. Kudos to San Diego Rotarians who have raised \$213,000 for our annual charitable work!
- Showing a 3-min video on MediExcel, the fastest growing HMO in the region, cost **Anthony Llompert** \$500. Then, **Pres John** fined **Mike Morton, Jr.** and **Ben Wood** a combined \$800 for being accessories before the fact.
- New member **Mike Maggiora** is joining Rotary to set an example of community service for his kids, fourth generation San Diegans.

Please thank the following Rotarians who supported our program today:

- Badge: **Bill Herrin, Bob Russell, Kathleen Carroll, Rich DeBolt, Chuck Pretto**
- Registration: **Hugo Douge, Gil Johnson, Peter MacLaggan, Ron Oliver**
- Greeters: **Jeremiah Duran, Paul Hartley, Linda Stirling, Doug Taber, Nancy Scott, Chris Sichel**
- Patriotic Moment led by **Chris Sichel**, accompanied by **Suzy Spafford**
- *The News* sponsor, **Paul Hartley III**, in memory of his dad, **Past Prez Paul Hartley, Jr.**
- Our dedicated professional staff, **Paul Devermann** and **Mary Radovan**.

President’s Video of the Week: National Lampoon’s Animal House *Toga!* scene  
**Mark Burgess’** News joke: “You can’t have everything. Where would you put it?”

**Please find the 2017-18 Project Allocation Grant Application info on page 4.**

## Next Meeting

**February 23, 2017**

**Michael Jones**  
**Founder and President**  
**The Maritime Alliance**

### Promoting a regional “Blue Voice”

The Blue Economy is enormous, growing, and critical for the future of humans on earth...yet it is little understood, studied and promoted. The Maritime Alliance (TMA) is the non-profit organizer of the largest ocean and water technology (BlueTech) cluster in the U.S. and one of the largest in the world. TMA is the Blue Voice of the San Diego region recognized nationally and internationally for its work.



**Peter MacLaggan**  
*Chair of the Day*



The Rotary office will be closed on Monday, February 20, in observance of the President’s Day holiday.

## QUICK BITS

### CLUB PICTURE DAY—SAVE THE DATE!



**Thursday, March 2  
from 11:30 am - 2:00 pm.**

This will be the one and only date for you to take a new roster photo for the upcoming 2017-2018 member directory. A professional photographer will be taking photos in Room 201.



Join the fun and be inspired! Members are invited to be a facilitator at the **District 5340 RYLA** conference being held **April 7-9 in Idyllwild**. If interested, please go to the RYLA website at [www.ryla5340.org](http://www.ryla5340.org), click on the facilitator link and follow the instructions to complete the application. If you have any questions, please contact [Paul van Roon](mailto:Paul.van.Roon) or 619/262-7000 x107.

### Do you have a change of address? Changed jobs recently or have a new title?

If there are any changes in your contact information that you would like to make for the new membership directory, please complete the [roster update form](#) and return it to the Rotary office no later than, April 14, to ensure its inclusion.

## BIRTHDAYS

### February

Larry Stirling	20
Erin Zlotnik	20
Elliot Hirshman	21
Michelle Candland	23
Alison Fleming	23
John Ahlering	26
Greg Zinser	26
Terry Moore	26
John Peelle	26

## MEMBERSHIP

Please welcome our newest member to the club:



**Michael Maggiora**—"Real Estate Sales-Residential, Additional Active." Michael is a realtor with Keller Williams Realty La Jolla.

Michael is a native San Diegan, husband, father, entrepreneur, martial artist and community volunteer.

As an entrepreneur, Michael has had careers as a business owner, business consultant and most recently as a residential realtor. He is also active in the martial arts community, practicing and teaching for 25 years. He earned his black belt in Tae Kwon Do, Judo and Soo Bahk Do. He has volunteered in the San Diego community in many capacities with several organizations, including the USO which he has been volunteering with since 2010.

Michael and his wife Christina have been married for 11 years, and have two children.

## CLUB 33 FISHING



Attention, Rotary Anglers! This year's trip will again be on the Searcher, one of the fleet's premier Long Range Vessels. We'll be going out on a 1.5 Day excursion (Trip # 24) that will leave at 4 pm on Monday, September 11th, fishing all day on Tuesday, September 12th, and returning on Wednesday, September 13th. The price for the trip includes bait, bunk in stateroom accommodations and all your meals and snacks. Passport or passport card is required, and a Mexican or CA fishing license is extra. The cost is \$495.00, and you can book online at [www.searchersportfishing.com](http://www.searchersportfishing.com), or by calling Fishermans Landing at (619) 221-8500. **SPACE IS LIMITED SO BOOK NOW!**

Some believe that 2017 will showcase the return of the legendary Albacore Tuna, a species that have been missing since 2008! So come on and join us for Rotary fishing fellowship! Any questions, give **Bob Fletcher** a call at (619) 454-7580.

## CALENDAR

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

### February

**23 Michael Jones, President, The Maritime Alliance**

### March

**2 Gordon Carrier, Design Principal, Carrier Johnson + CULTURE**

**9 Max Villalobos, COO, Kaiser Foundation Hospitals**

## GROTARIAN EVENTS

**Tuesday, February 28**

**Location: San Diego Art Institute**

**Time: 5:30 pm - 7:30 pm**

**Cost: \$25**

Join your fellow Grotarians for a guided tour, hors d'oeuvres, and cocktails at Balboa Park's only contemporary art museum.

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

**Wednesday, March 8**

**Location: Connections Housing**

**Time: 5:30 pm - 7:30 pm**

**Cost: \$15 (\$8 for Rotaracts)**

The event will be a tour of the facility and of the services which they provide. With the rise of homelessness in San Diego this is a very current issue and something we should all be aware of.

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

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

John Morrell, 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](mailto:paul@rotary33.org) ♦ website: <http://www.sandiegorotary.club>

# REMEMBERING A ROTARY FRIEND

Aaron George, of "Aaron's Christmas Lane" fame, passed away on February 6, 2017 at the age of 93. For decades, Aaron created a breathtaking display of lights and animated scenes in his yard during the Christmas holidays, to the point where his home became a mandatory stop for busloads of visitors touring San Diego. For many years, it was a featured human interest story on local TV stations.

The late Club 33 member, Diana Venable, befriended Aaron a decade before joining Rotary in 1998. She decided much more could be done to serve the many poor children of the Webster community through the festive environment created by Aaron's Christmas Lane. She recruited numerous "Elves" of Rotarians and their spouses, members from Aaron's El Cajon Lyons Club, and then convinced Club 33 to provide some financial support for the cause. Starting in 1999, she spent months finding free or highly discounted children's Christmas gifts and organized a massive "bagging party" days before the event.

On the evening of the event, the Elves arrived early to prepare for the large crowds and Santa's arrival. With flashing lights and a blaring siren, the crowd, stretching for more than two blocks around the corner, went wild with cheers when Santa was seen arriving in a fire truck. Meanwhile, the Elves began their own festivities in Aaron's house during breaks and would continue long after the crowds departed. While scheduled for only two hours, Aaron's Christmas Lane took nearly 4 hours to process the 700 to 800 children visiting Santa each year and leaving with what, in many cases, would be their only Christmas gifts.

Aaron's Christmas Lane was a highly successful community outreach resulting in a multitude of smiling faces and sincere expressions of gratitude. However, Aaron, Diana and the Elves left each year with an even better feeling of compassion, service above self and friendship. Club 33's participation in Aaron's Christmas Lane concluded in 2005 due to loss of leadership with Diana's untimely death in June 2006. Aaron would continue the festive decorations for a few years and attended our scholarship auctions and Holiday program until health issues precluded. Some of the Elves continued close friendships with Aaron until his death.

Aaron George was a very loving and caring man who was an icon in his community and an inspiration to those fortunate enough to have known him.

**Funeral services will be held on February 28 at 11:30 AM in the Garden Chapel, Greenwood Mortuary, 4300 Imperial Ave, San Diego. A reception will immediately follow interment.**



Aaron George and Diana Venable



## PROJECT ALLOCATION COMMITTEE 2017-18 GRANT APPLICATION

Committee Chair – Chuck Pretto  
email [cpretto@kobey.com](mailto:cpretto@kobey.com); phone 619-708-1849

A key component of being a Rotarian is the commitment to “Service Above Self” by donating to the Club and Rotary Foundations, and, as importantly, being actively involved in projects to help our local community, and world causes. Our Club therefore encourages its Members to lead and participate in projects that best carry out the Rotary mission. Through the generous donations of our Members, each year the Club makes available grant money to fund projects.

Our Club Bylaws established the Project Allocation Committee (PAC) to solicit, organize and evaluate applications for grants and make advisory recommendations to the Club Board each year, who in turn will make recommendations to the San Diego Rotary Club Foundation.

Applications may be downloaded from the Club website on this page: About Us => Member Downloads <http://www.sandiegorotary.club/about-us/member-information/> To be considered by the PAC for a grant, the completed application must be received by the Rotary Office no later than **March 31, 2017** (preferably earlier). Thereafter, PAC will review and score completed applications and make recommendations to the Club Executive Committee and Board. The Club Board will review the PAC Recommendations and determine their recommendations, which in turn, will be reviewed by the Foundation Board. Approved grants will be available the next fiscal year on July 1, 2017.

Each Application will be reviewed by at least two PAC Members. The Scoring Model involves weighted scoring including:

- Participation of our Club members, including the number of members and their expected time commitment;
- Fulfillment of Rotary mission
- Project’s Action Plan and associated metrics, including achievability of the project’s goals;
- Achievability/Soundness of Goals and Action Plan;
- If funded in the past, actual results against stated goals.

In 2008, the Club Board approved certain guidelines concerning PAC evaluations of applications. Ideally, a project is: a hands-on activity involving Club Members (the more the better) on an on-going basis which fulfills the Rotary Charitable Mission; benefits a specific group or groups of people; meets a specific need or needs not now being met by other resources.

The project should fall within the Rotary Avenues of Service, i.e Community Service, International Service, Youth Service or Vocational Service. If the application is from a recipient of a Club grant the prior year, the application must report the results from the prior year, including the amount spent and accomplishments.

Our Club’s future depends on promoting and sustaining our Member’s altruism and enthusiasm to support and carry out projects that advance the Rotary Charitable Mission. To do so, the first focus must be on empowering and enabling our members’ passions for such projects. As important, emphasis needs to be placed on obtaining not only the “most bang for the charitable buck,” but also the credit and recognition for the good work and generosity that abounds within our Club.

# 2017 FOUR-WAY TEST SPEECH CONTEST



## **We do need more volunteers and mentors!**

Hoover High Interact Workshops continue on the afternoons of **February 20 through 24** from **3:00 to 5:00 p.m.** at Price Charities, 6th Floor assembly room, **4305 University Avenue, San Diego, 92105.**

Rotarians who are skilled and experienced in speech writing and formal presentation and speech competition skills, **please be mentors** to help the Hoover High Interact kids practice and perform their speeches in order to build their speaking skills and to compete with other area high school students for prize money and awards.

**We would like one-on-one mentors - Rotarians to Students - to help them** memorize, practice and polish their speeches over and over - backward, forward, from the middle and sideways.

The **Hoover High Speech Contest** will be held **Friday, February 24, 2017 at 5:30 p.m.** at Price Charities. Top three winning students will go into the district contests to compete.

The **Club 33 Speech Contest** for Our Lady of Peace Academy, High Tech High and St. Augustine High School (2 students from each) will be **Monday February 27 at 5:30 p.m.** at Price Charities. Top three winning students will go on to the district contests to compete.

No matter how big or small of a part you play in the contests and in the workshops, **you will make a difference in the lives of these young students who are trying to find their way in the world. You will be proud of the time you spent on this committee.**

If you have any questions or would like to participate as a mentor, please contact Jan McDonough at 619-813-8368 or [janet.mcdonough.law@live.com](mailto:janet.mcdonough.law@live.com)

## WAPI PROJECT



**UCSD Rotaract** has an exciting service event coming up, and all Interact, Rotaract, and Rotary clubs in the district are invited to attend.

Their third annual WAPI Project is coming up on **Sunday, February 26th.** If you are unfamiliar with what the WAPI Project is, it's an event they hold every year where they gather all Rotary, Rotaract, and Interact clubs in the district to make 1,000 WAPIs (water pasteurization indicators) in just one day! Last year they were able to exceed that number, and this year they hope to do so again with your help.

Club 33 member **Roger Haines** will also be speaking at the event of his recent work with the WAPIs and solar cookers abroad, so that volunteers see exactly where their WAPIs are sent, and what the impact of their hard work and service at that very moment means for the people in Nairobi, Kenya.

Sign ups this year will be through **Eventbrite**. You won't need to bring your ticket to the event, but please do sign up so they know how many people to accommodate. [www.wapiproject.eventbrite.com](http://www.wapiproject.eventbrite.com)

The event will be held from **9 AM - 2 PM in the Great Hall**, but feel free to come and go as you please. They are aware that some volunteers may be able to attend only a part of the event. They are trying to get as big a turnout as possible this year, so feel free to invite any of your family, friends, and fellow club members. Lets show them how awesome international service is! Both breakfast and lunch will be provided.

Please contact [Roger Haines](#) with any questions.

# FACES IN OUR CROWD



(Left) Guest speaker and Club 33 member Chris Yanov; (right) President John and visiting Rotarians.



(Left) Jen Weissman gave the Inspirational Moment; (right) **Jo Dee Jacob, David Oates** and Bob Russell with staff members from Reality Changers.



(Left) Past President Chuck Preto informed the crowd of this year's Project Allocation process; (right) (top row) **Suzanne Frontz, Julia Holladay, Judy Thompson, Chris Christopher**, (bottom row) **Suzy Spafford, Joe Carroll** and **Kathleen Carroll**

# FACES IN OUR CROWD



(Left) Anthony Llompart was fined by President John for showing a company video; (center) President John fined Mike Morton Jr., for being in that video and for being a “Morton”; (right) Ben Wood was also fined for facilitating the connection between Anthony and Mike.



(Left) **Joe da Rosa** during Q&A; (right) **Judy McDonald** and Yvonne Mulelison.



(Left) **Beatriz Valencia** brought her beautiful daughter Abigail to lunch; (right) Thank you to Chris Yanov for providing a great presentation for our meeting today!