

## The Five Hour Workday



David Oates  
Editor

Before this meeting, I always thought the five-hour workday was reserved for Irishmen who were starting the St. Patrick's Day celebrations early. It turns out it is an approach to improving workplace productivity. More on that in a minute.

Our 42nd Camp Enterprise kicked off in stellar fashion. Nearly 90 high school juniors, wide-eyed and apprehensive, were greeted warmly by no less than 40 Rotarians and SDSU Rotaracts. As the students divided into their teams of new best friends, they were told by everyone in attendance how much they were valued and how the next two days were for them. If you have not ever experienced Camp Enterprise, check out [this page and video](#) on the San Diego Rotary website.

**President John "Begorrah" Morrell**, donned appropriately in a evergreen sport jacket, called the meeting to order. **Steve Treadgold** provided the Inspirational Moment followed by **Brandon Horrocks**, who led the crowd in the Pledge and, along with the **Club 33 Singers**, in the singing of *You're A Grand Ol' Flag*. **Mark Burgess** then ticked off the news of the day, thanks to **Mike Rowan** of Goodwill.

After the Rotary video of the week and an...interesting...Irish joke, John turned the podium over to the Chair of the Day and illustrious Chairperson of the 2017 Camp Enterprise, **Solveig Deuprey**. Her first order of business was to provide a bevy of Camp Enterprise-branded gifts to Diana Voorheis with the San Diego Unified School District, who was instrumental in helping the committee get most of the students to Camp. Solveig then introduced her Vice Chairperson, **Jackie Meyer**, and keynote speaker, Stephan Aarstol, Founder and CEO of Tower

Paddle Boards. Stephan is a renowned entrepreneur who holds the distinction of having the most successful company in the history of the long-running ABC program, Shark Tank. This is especially noteworthy given the fact that he froze in the middle of his presentation, but persevered enough to receive a \$150,000 investment from billionaire Mark Cuban, who remains a partner in the business today. In just four years, Tower Paddle Boards grew more than tenfold, from \$300,000 in 2010 to \$5 million in 2014.

Stephan imparted several key points that he has learned over the 15 years of starting internet-based businesses. The first is that innovation can come in various forms. While most equate the phrase with developing a cutting edge product, Stephan sees innovation in how you market and distribute offerings. He founded Tower Paddle Boards with this in mind: making products more easy to afford and purchase by shrinking the distribution model. Stephan also noted that, as an entrepreneur, you can see "around the corner" where opportunities arise. Though they might not be easily visible to most, those that are driven to start new ventures will hone this skill. He also gave a warning: in launching a new business, lots of things go wrong, but rising above them is what makes the difference.

The lasting thought, however, was Stephan's notion of the five-hour workday. A seemingly novel — or foolish, depending on your initial reaction — approach has shown to increase productivity. The idea came about to Stephan after reading a study that indicated how Americans are 80 percent more productive today than in the early 1970s.

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## Next Meeting

**March 23, 2017**

**CARL GUARDINO, CEO**

**Silicon Valley Leadership Group**

**Lessons on Leadership – Silicon Valley and San Diego's Innovation Economy**

Annually, the Silicon Valley Leadership Group produces the "Silicon Valley Competitiveness Project," with 20 key indicators by which to contrast Silicon Valley with the other five top Tech Regions in the United States, including Southern California (San Diego, Orange and Los Angeles Counties), Austin, Boston, Seattle and New York City. What are the skills and traits each region needs to protect and grow its success?

Carl Guardino, one of Silicon Valley's most distinguished business and community leaders, is the President and CEO of the Silicon Valley Leadership Group, a public policy trade association that represents more than 400 of Silicon Valley's employers. He will share his insights and experience as it relates to California's tech future, and specifically what San Diego can do to maximize its opportunity.

Guardino has championed a number of local issues in the areas of transportation and housing. Most recently, he led an effort which will generate \$6.5 billion for traffic relief improvements. He also co-created the Housing Trust Silicon Valley, which has helped 20,000 families afford homes in Silicon Valley.



**Barbara Noerenberg**  
Chair of the Day

## QUICK BITS

### ATTENTION ALL ROTARY GOLFERS (MEN & LADIES)

**The second round of GOLF for the 2016/2017 Club 33 Tournament** will be held Friday, March 24th at the San Diego Country Club. First tee time TBD. The field will be limited to 24 golfers. SDCC members are asked and encouraged to sign up early. The first twelve players to sign up will receive 50% (\$50 instead of \$100) off of their green fees at this exclusive, private course!

The cost of this event will be approximately \$118, including \$18 for the electric cart, plus each player's pro rata share of the cost of refreshments. The cost will be billed to your account.

Please contact Sarah Anane at [sanane@naisandiego.com](mailto:sanane@naisandiego.com) or at (619)241-2342 to sign up.

**SAVE THE DATE— OUR NEXT PROSPECTIVE MEMBER RECEPTION WILL BE HELD ON APRIL 13 IN ROOM 201, FROM 11:30 PM-12:15 PM**

Be sure to register yourself and your prospective member on our [website](#).

## BIRTHDAYS

### March

Wes Wilmers	21
Gregg Oggel	21
Bob Fletcher	22
Solveig Deuprey	23
Jonathan Gallagher	24
Dick Davis	25

## Continued The Five Hour Workday

That wasn't enough for Stephan, who rightfully believed that with all the access to technology, productivity levels should be several hundred—if not a thousand—percent greater. Stephan theorized that time was being wasted, albeit subconsciously. A three-month experiment in creating an 8 a.m. to 1 p.m. workday at Tower Paddle Board turned into a regular program every summer as productivity was found to increase, and quality of life for employees rose.

Stephan embodies Tower's mission of being the direct to consumer brand focused on beach lifestyle and work/life balance. As impressive is his commitment to running an ethical company that cares about its impact to the community. He made a point in his talks that it is in the interest of businesses to take into account how beneficial they are to all concerned. "Everyone has to live together," Stephan said. Well put, and great parting words to the Camp Enterprise participants as they headed off to develop their business plans. Ask those who went how it was when you see them next week. I promise you it will be time well spent.

Until next time, I'll see you in service.



Guest speaker Stephan Aarstol speaking to the students in the green room before the program.

## CALENDAR

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

### March

**23 Carl Guardino, CEO, Silicon Valley Leadership Group**

**30 San Diego Padres**

### April

**6 Dr. Eli Berman-Chair and Professor of Economics at UCSD**

**13 Dr. Edith Eva Eger, Author, Auschwitz survivor**

## GROTARIAN EVENTS

**Tuesday, April 18**

**Location: SD County Sheriff's Regional Crime Lab  
Time: 5:30 pm - 7:30 pm  
Cost: \$25**

**This is a RED BADGER / GROTARIAN event only.**

**This event is limited to 25 people, therefore, registration is only open to Grotarians (no guests or spouses please).**

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

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

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# SAN DIEGO ROTARY BYLAW REVISION

The San Diego Rotary Club Board is recommending an amendment to Club 33's Bylaws concerning a change in membership criteria for Young Professionals (YoPros). We have concluded that such a change is appropriate for YoPro candidates so that the criteria is the same as the new Rotary International membership requirements which were adopted in April 2016. The requirements of the new Standard Rotary Club Constitution read as follows:

"This Club shall be composed of adult persons who demonstrate good character, integrity, and leadership; possess good reputation within their business, profession, and/or community; and are willing to serve in their community and/or around the world."

**If you haven't yet voted, please check your email for your ballot that was sent to you on Thursday, March 16.**

## 2017-2018 GRANT APPLICATIONS

**DEADLINE TO SUBMIT IS MARCH 31**

The Club's Project Allocation Committee (PAC) has begun accepting 2017-2018 grant applications. To be considered by the PAC for a grant, applications must be completed in all respects and received by the Rotary office via email to [mary@rotary33.org](mailto:mary@rotary33.org) no later than March 31, 2017. Applications may be downloaded from our website on this page: About Us => Member Downloads <http://www.sandiegorotary.club/about-us/member-information/>

## ROTARIANS AT WORK DAY 2017

**SAVE THE DATE  
FOR OUR 2017 ROTARIANS AT WORK DAY  
SATURDAY, APRIL 29**

**MORE DETAILS AND  
ONLINE REGISTRATION  
COMING SOON**

The RAW Committee is accepting submissions for projects as well as committee members to help organize them. Please contact [Craig Nelson](#) or [Emily Rex](#) to participate.



*Rotarians At Work Day happens the last Saturday in April each year. Started in 2006 as a joint effort between two Rotary Districts (one in the United States and one in Mexico), Rotarians at Work Day continues to grow. Each year, Clubs around the world identify a hands-on project that all members can participate in to help their local community.*

# FACES IN OUR CROWD



(Left) President John, Camp Vice-Chair Jackie Meyer, guest speaker Stephan Aarstol and Camp Chair Solveig Deuprey; (center) President John got into the St. Patrick's Day spirit; (right) Steve Treadgold delivered the inspirational message to start our meeting.



# FACES IN OUR CROWD

