



THE ROTATOR

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ROTARY CLUB OF SAN DIEGO

Feb - BREW - ary...Celebrating 25 years of Craft Brewing in San Diego

NEXT MEETING

Thurs., February 13, 2014
Liberty Station Conference Center



Patti Roscoe
Editor

On a cold, wintery Feb-BREW-ary day, this editor walked into our weekly meeting to find all hale and hearty fellows imbibing in strange brewed liquids and celebrating *Cerveza Above Self*. (PP Crowell must have

been proud.) It was a beer fest! When interviewed, **Norbert Sanders** said it was a nice touch and he appreciated the generosity of the companies. And the beer was pretty good, too. It took **President Chuck** some minutes to get everyone in his or her seat before welcoming all to the Best Rotary Club in the World.

ganizations and volunteerism. Welcome to Rotary, Emily and Brandy. COD and program presenter, **Chris Cramer**, made a visiting Rotarian from Minneapolis very happy. Not only because he got out of frigid climes, but also because he received a wonderful gift basket of Karl Strauss products and gift certificate to one of their restaurants. He asked us to toast San Diego as the Craft Beer Capital of the World, a local industry that has won too many brewing medals to count.

Chris Cramer is the U.S. godfather of craft brewing. On an Australian adventure years ago, he encountered a craft beer shop and – voila – took his “aha” idea to Uncle Karl, already renowned in the brewing business. Together they started a brewing empire in San Diego. Feb. 2nd was the 25th anniversary of Karl Strauss Brewing Company. At that time, San Diego was a Miller and Bud town. From a single brewery, Chris now has over 700 employees, 8 brewery restaurants, and is the nation’s 39th largest craft brewer out of more than 2700 in the country—and does it all out of one state: California. Through his efforts, he inspired a local industry which now boasts 84 operating breweries that grossed \$781 million last year, employs thousands, and makes more than a \$1 billion impact on our economy. And it wasn’t an easy process. He battled an industry that did not want the competition, and encountered damage done to his facility and vehicles. He and the other who followed in those early days felt every customer who came in for their beer was a “cold call” in being wary about a strange, dark colored beer. Chris showed his 25th anniversary video that was a wonderful overview of his success.

Chris Bryant, an unabashed sports coach aficionado, compared the art of sports with the art of brewing as being two industries that are forever linked together in history with beer and hot dogs. **Larry Showley**, Club 33 Singers, and Bryan Verhoye led us in Pledge and song. PP **Bert Wahlen** gave us the news as only he can. His closing comment.... “GO AZTECS!” --19 wins in a row! **Diana MarJip-Chuh** invited us to a Grotarian event on March 11th, a tour with lunch at the Gemological Institute of America. Cost is \$45 with limited seating. Sign up online at rotary33.org. **Steve Hubbard** thanked **Chris Bryant** for welcoming him as a new team member of her San Diego Employers Association. Congratulations, Steve, on joining a great organization. Two new members introduced themselves. First was **Emily Rex** of Departure, a company specializing in all things branding. She’s a Massachusetts born Army brat with a strong background in marketing and advertising work. **Brandy Christian**, VP, Strategy & Biz Development with the Port of SD, is a USC grad that has devoted her career to improving performance results for public/private or-

San Diego's Bi-National Economy

Our border economy offers us unique business opportunities. The program will address the dynamic cross-border growth, what potential lies ahead and why it is so important for San Diego businesses. Our panel will speak to the growing collaborative and how business can engage this economic driver. Panelists will be:

Stephen B. Williams
Chairman - Mexican Business Center of the SD Chamber of Commerce
Co-Chairman - Smart Border Working Committee

Enrique Esparza, Jr.
President - Tijuana EDC
Board Member- US Mexico Chamber; Otay Mesa Chamber



Malin Burnham
Chair of the Day

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QUICK BITS



SAVE THE DATE! **Roster Picture Day**

Before and after the meeting of **February 27**, Stan Lawrence will be taking new photos for the upcoming 2014-2015 Roster. Please plan to participate to have your photo updated, or if you are a new member in the past year, have a photo taken for inclusion in our annual printed roster. The photos will be taken in one of the meeting rooms. We will let you know which room before the meeting.

BIRTHDAYS

Chris Bryant	Feb. 12
Don Tartre	14
Greg Pyke	14
Howard Frank	15
Steve Treadgold	16

For more on Chris and the Karl Strauss story, here's a link to their video...

<http://vimeo.com/86155359>

Feb-BREW-ary - *continued*

Three equally brave brewers, all former Karl Strauss employees and all great friends of Chris's, told their stories:

Scott Stamp founded Callahan's Pub & Brewery in 1989, followed by the San Diego Brewing Company. He and a friend borrowed money to get it off the ground and put in many hours of sweat equity to get it open. He remembers many hours of laying tile and painting walls to help open the door. As a former bartender for Chris, he acknowledged he learned from the master.

Gina Marsaglia, triathlete, surfer, and former Karl Strauss waitress, bought a struggling pizza parlor in Solana Beach in 1987. She and brother Vince combined their home brewing expertise with their pizza business. Pizza Port offered its first craft-brewed beers to patrons in 1992, which quickly gained a reputation in San Diego's nascent craft beer scene. In 1997, the company opened a second location in Carlsbad, and a third in 2003 in San Clemente. The same year San Clemente opened (as well as the year after), the original location in Solana Beach won the Great American Beer Festival "Small Brewpub of the Year" award.

Jack White, Jr., the original Karl Strauss Brewery tour guide, is founder of Ballast Point Brewing & Spirits. He started home brewing in his apartment while at UCLA. In 1992, Jack opened Home Brew Mart, which he filled with the supplies, ingredients, and conversation every brewer needed to make better beer at home. In 1996, he and a partner decided to open a "back room" brewery out of Home Brew Mart. In 1996, Ballast Point Brewing and Spirits was born. In 2010, they were voted the Best Small Brewery in the world.

It was a terrific program highlighting four savvy business people who are a case study in entrepreneurship and success. Thanks, Chris, for sharing the craft brewing industry story.

CALENDAR

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

FEBRUARY

- 13** *San Diego's Bi-National Economy*
- 20** *2014 Business Forecast*
- 21** *Rotary Golf Tournament at San Diego Country Club— sign up at www.rotary33.org*
- 27** *LinkedIn*

GROTARIAN

February 25 – Fireside Chat at Tom Vecchione's home. Contact Rotary office to register

March 11 – Gem Institute of America Tour. This will be a daytime event from 10:30 AM to 1 PM. It includes a VIP tour of the vault and a catered lunch. Organized by Diana MarJip-Chuh. Register now at www.rotary33.org

April 22 – A Private Grotarian Cooking Class at Great News Cooking School, hosted by Ron Eisenberg. Register now at www.rotary33.org

FACES IN THE CROWD AT OUR MEETING



Bink Cook and Larry Kuntz receive a fresh tasting.



Scott Stamp and Lee Doxtader of Callahan's and S.D. Brewing Co. serve **Greg Pyke and Budd Rubin**



Sarah Lamade, Jackie Meyer, Carolyn McCormick and Bink Cook enjoyed the day.



Don Wilkie, Jim Hughes, Peter Duncan and Miro Copic tried a few samples.



Steve Hubbard seems happy even though he was fined for starting a new job with San Diego Employer's Association.



Scott Stamp of San Diego Brewing, President Chuck, Jack White of Ballast Point, Gina Marsaglia of Pizza Port and Chris Cramer of Karl Strauss share a toast to a successful event.

Our New Members

Brandy Christian

“Port District” - introduced herself to Club 33 today. Brandy is Vice President-Strategy and Business Development for the Unified Port of San Diego. **Marlee Ehrenfeld, Phil Blair** and **Steve Cushman** were her sponsors.
(B) 619-725-6029
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Emily Rex

“Website Development-AA” - introduced herself to Club 33 today. Emily is CEO and Co-Founder of Departure, a branding, advertising and web development company. **Patti Roscoe, Andy Liska** and **Phil Blair** were here sponsors.
(B) 619-269-9598
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FACES IN THE CROWD AT OUR MEETING



Ed Hearn, Ron Oliver, a guest from the Chilean Navy and **Chris Sichel**



Lyle Butler enjoyed the presentations.