



THE ROTATOR

Vol. 100, No. 32 February 13, 2014

ROTARY CLUB OF SAN DIEGO

San Diego's Bi-National Economy



David Oates
Editor

Well, I don't know about the rest of you who attended the Feb. 13 Rotary meeting, but I felt a whole lot richer afterwards. Perhaps the only one who didn't was the Chair of the Day, **Malin Burnham**, but I'll get to that in a second.

Our program kicked off in typical fashion with an Inspirational Moment lead by **Deirdre Maloney** who took umbrage as to how we Americans celebrate Valentine's Day, preferring instead for the more inclusive Mexican version that encourages individuals to honor the love of all the people in their life. I must say I like that one better, though I'm not sure my wallet would. **Larry Showley** then led us in the Pledge of Allegiance and singing of our National Anthem, accompanied by **Suzy Spafford** who longs for a real piano.

Bert Wahlen and his signature radio-esque voice took to the podium to deliver the news, thanks to **Jack White**. His zinger was a good one, comparing the recent statement by former U.S. Secretary of State Hilary Clinton claiming uncertainty about running for the Presidency in 2016 to **Chris Cramer's** lack of commitment to having a Karl Strauss beer on St. Patrick's Day [Good one!]. This year's Camp Enterprise chairperson, **Keith McKenzie**, then told a very personal and poignant story about a student who attended last year's event and was inspired by a Rotarian who showed her great possibilities for her future. He asked us all to help create such inspiration for this year's Camp by purchasing a Camp Enterprise T-shirt. They will go on sale starting next week at our upcoming meeting. Please consider purchasing one. All proceeds help fund the

camp and the sales are a significant portion of our budget! **Diana Marjip-Chuh** rounded out our list of announcements by asking members to consider having their business be one of the hosts during the upcoming April 10 Brown Bag program. Instead of our usual luncheon at the Liberty Station Conference Center, Rotarians will sign up to visit some of the businesses that are represented in the club. For the hosts, it's a great, no-cost way to show off their organization and get to know fellow Club 33-ers. (see page 5 for sign up form.) Diana also reminded us that time is getting short to sign up for the March 11 Grotarian event at the Gemological Institute of America headquarters. Only half the allotted tickets remain and this event is expected to sell out. Register now at rotary33.org.

El Presidente Chuck (as he will be called for the remainder of this write-up for understandable reasons), returned to the podium to introduce Malin and immediately fined him \$1,000 for his lack of attendance. Not to be outdone, our Chair of the Day took out his checkbook some five minutes later and made payment. Well, chalk one up to generosity and service! Thank you so much, Malin! But in between this surprising exchange was the start of a great presentation lead by Steve Williams, Chairman of the San Diego Regional Chamber of Commerce's Mexican Business Center and Enrique Esparza, President of the Tijuana Economic Development Corporation. Malin led off by calling out one of the many elephants in the room: Our border between San Ysidro and Mexico, the busiest in the world, is, in his words, "the worst managed in the country." The long delays at the site affect the 6.5 million people in the "CaliBaja" region to the tune of about \$8 billion annually, or \$1,000 per person per year.

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NEXT MEETING

Thurs., February 20, 2014
Liberty Station Conference
Center

2014 Business Forecast

San Diegans are fortunate to have numerous dynamic business development organizations working to grow our specific economic verticals. Several will participate on the panel for this program, sharing with us the work they are doing, their respective forecasts and the impact on your business. The panel includes:

Mark Cafferty - San Diego Regional EDC

Jerry Sanders - San Diego Chamber of Commerce

Joe Terzi - San Diego Tourism Authority

Tyler Orion - CONNECT



Rebecca Tuggle
Chair of the Day

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

Sid Tobiason	Feb 18
John Wilson III	18
Larry Stirling	20
Scott Silverman	20
Elliot Hirshman	21
George Ramirez	21
David Hayhurst	23
Michelle Candland	23

San Diego's Bi-National Economy

continued

The trio went on to offer solutions as part of a Smart Border Coalition. One is already underway—the Cross Border Terminal where Californians can park at San Ysidro, enter the Terminal on the U.S. side, and walk across a sky bridge to the Tijuana International Airport to fly to 30 Mexico destinations. Doing so will save them the hassle of what was done before—hopping a puddle-jumper from Lindbergh Field up to LAX to connect to a flight south. Another initiative proposed is revitalizing the Pacific Imperial Railroad that will parallel Interstate 8 and cross the U.S./Mexico Border twice in strategic places that allow for goods to be easily transported between the two nations.

Before taking questions, Malin, Steve and Enrique also addressed the issue of security and strongly argued that Mexico is safe for citizens not involved in producing, distributing or selling illegal narcotics. While those stories make great headlines, the three panelists argued that such instances are overblown and overshadow the bicultural economic and social community that makes up CaliBaja. The more than 50 universities alongside large scale manufacturing, design and research industries make the area, along with the neighboring states along the border, the sixth largest GDP in the world, right behind Germany. Malin, Steve and Enrique concluded their talk by advocating for the need to address smart border strategies that balance economic and security needs. If we can achieve this, everyone in the area will enjoy great opportunities for continued prosperity.

I hope everyone enjoyed my write-up. If you didn't, well, I'm sorry to tell you that I'm also the editor for next week's program. Just wanted to warn you in case you want to make sure you have a stiff drink next time you open the PDF file in your inbox! In the meantime, I'll see you in service!

CALENDAR

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

FEBRUARY

20 **2014 Business Forecast**

27 **LinkedIn**

MARCH

6 **TBD**

13 **Camp Enterprise**

20 **Kyoto prize winner Robert Dennard**

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.

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

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FACES IN THE CROWD AT OUR MEETING



Panelists Enrique Esparza (L) and Steve Williams (R) with Chair of the Day Malin Burnham



Keith McKenzie announced sales of T-shirts for the benefit of Camp Enterprise will take place before the February 20 lunch.



Deirdre Maloney gave the Inspirational Moment



Larry Showley led us in the Star Spangled Banner.



Nancy Scott helped to spread the Valentine's Day spirit by sharing hearts, including with Mark Tarasuck.



Enrique Esparza, Malin Burnham, Quarterly Program Chair Rebecca Tuggle, Steve Williams and President Chuck

Grotarian Event

The Perfect Gift

Tour and Lunch at the Gemological Institute of America (GIA)

Join us for a delightful day in Carlsbad as we enjoy a VIP tour of the GIA campus that includes a rare opportunity to visit their Private Vault, see Beautiful Exhibits and Feast on a Delicious catered lunch ending with a Gift Bag exclusively for Rotary Club 33 members & their guests.

March 11, 2014

*Tour begins at 10:30 AM and
Lunch ends at 1:00 PM*



Sign up today at www.rotary33.org ~ SEATING IS LIMITED



Brown Bag Lunch Host Sign-Up Form



Rotary Club 33

Brown Bag Luncheon - April 10, 2014
Hosting Sign-Up Form

Dear Fellow Rotarian,

Thank for your interest in hosting our annual Rotary Brown Bag Luncheon at your business. There are limited spaces for host sites, so priority is given to new host sites as well as submittal date. The earlier you submit the better chance you have to be chosen. Please email to: rotary33events@gmail.com Fax to: 619-231-9428

Please provide the following:

NAME OF BUSINESS: _____

ADDRESS: _____

FULL description of what your company will showcase:

EVENT CONTACT NAME: _____

PHONE: _____ **EMAIL ADDRESS:** _____

CAPACITY NUMBER OF ATTENDEES: **MINIMUM** _____ **MAXIMUM** _____

If you have any questions, feel free to contact us at:

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