



THE ROTATOR

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ROTARY CLUB OF SAN DIEGO

Collaboration: The Business of San Diego



David Oates
Editor

Despite all those who wished otherwise, I am back for a second consecutive week as your editor. I know – I’m sorry for your eyes. Take solace in knowing at least that this edition cost me \$250 to do. More on that later.

Our program kicked off with **President Chuck** reminding us that Rotary International’s birthday is February 23 and that we are now part of a 109-year-old organization! He then introduced **Joe Craver** to deliver an inspirational moment, and what a fine one it was. He shared with us that Friday is the 61st anniversary of saying “I do” to his wife, Rayma-Lew. I won’t do his tribute justice, but suffice it to say, it’s great to see two people still in as much love as they were six decades ago when they met. Congratulations, you two!

Larry Showley then led us in the Pledge of Allegiance followed by the singing of “You’re a Grand Old Flag,” accompanied by **Greg Zinser** on the keyboard. **Bert Wahlen** delivered the news as only he can, thanks to sponsor **Rich DeBolt** and San Diego Moving & Storage. Grand Poobah Chuck took back the podium to welcome SDSU Rotaract Elle Masri, who represented the rest of the crew gracious enough to help us with the Camp Enterprise T-Shirt sales before our luncheon. I hope you picked up one or two. The purchases make up half of the program’s budget, so please consider buying one over the next two meetings if you haven’t done so already! Chuck then made sure the audience knew of the deadline for members to nominate their company as a host for the upcoming Brown Bag program. If you want to show off your organization, please do so by next week. Next up, **Michael Brunker** introduced us to some terrific

visiting seniors, including one who was 91 years old. **Phil Blair** took over from there with an introduction of two former Marines who are transitioning to the civilian sector with impressive credentials. If you or someone you know is interested in hiring veterans, give Phil a call. They have been bringing some fantastic people to our luncheon on a monthly basis.

Fine-happy Chuck came back to the podium and I swore he must have thought **Malin Burnham** was around with an open checkbook from a week ago. His first victim was **Don Teemsma** who told us about a “Meet the Mayor” event on March 19 benefiting the San Diego Fire Rescue Foundation. Don also introduced us to his daughter and Camp Enterprise alumna Sienna, which was a treat for her past facilitator **Jenni Prisk** to see! Chuck then turned his sites on three people – **John Morrell**, **Jen Weismann** and yours truly. We were guilty of being able to have February 20, 2014 declared “Higgs, Fletcher & Mack Day” by the City of San Diego and Interim Mayor Todd Gloria in honor of the firm’s 75th Anniversary and long-standing commitment to the community. It’s a well-deserved recognition that John did not know about until it was being arranged by his PR/Marketing team (otherwise known as Jen and me). No good deed goes unpunished, though. Chuck levied a \$250 fine on both Jen and me while hitting up John for a cool grand.

Next on the hit parade was Chair of the Day **Rebecca Tuggle**. After welcoming our visiting Rotarians, she got right to work to offer the floor to four leaders of our business community. Jerry Sanders, CEO of the San Diego Regional Chamber of Commerce, was the first one up. Jerry mentioned how excited he is for San Diego with a new mayor and added that there are a few immediate things on his team’s plate. *continued on page 2*

NEXT MEETING

Thurs., February 27, 2014
Liberty Station Conference Center

LinkedIn

Rick Itzkowich is a renown expert on LinkedIn, the leading business social site. Rick offers a dynamic presentation on how to maximize your connectivity via LinkedIn. Business owner, corporate leader, non-profit board member, individuals - Rick will show you how to use this professional social media tool to forward your goals and add to your bottom line.



Jen Weissman
Chair of the Day

FEBRUARY 23



HAPPY 109th BIRTHDAY
ROTARY INTERNATIONAL

QUICK BITS



THIS WEEK! Roster Picture Day February 27

Before the meeting at 11:30 and after the meeting at 1:30, 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

| | |
|---------------------|---------|
| John Ahlering, M.D. | Feb. 26 |
| John Peelle | 26 |
| Terry Moore | 26 |
| Greg Zinser | 26 |
| Don Kent | 27 |
| Kevin Clark | 28 |
| Tom Seidler | March 2 |

The Business of San Diego *continued*

Among them includes the need to persuade the San Diego City Council to rescind their vote on the linkage fee, helping businesses navigate the Affordable Care Act and advocating for a smarter, more effective U.S./Mexico border.

Our next presenter was Mark Cafferty, CEO of the San Diego Regional EDC. Among his comments were for a need to make a great impression to tourists who then decide to move here and start businesses. Mark also stated that equally as effective is the need to invest in the talent and businesses that already exist here, fostering their growth and thus creating more jobs. Joe Terzi, CEO of the San Diego Tourism Authority, came after Mark and reminded us that the 165 thousand jobs in his industry are ones that can't be outsourced. Furthermore, every dollar spent by a tourist in our town generates \$2.23 of economic activity. It's no wonder, then, that tourism has a regional impact to the tune of \$18.7 billion (yeah, with a "B").

Last up was Tyler Orion, Interim CEO of CONNECT, a terrific organization that helps technology startups find the capital and support they need to make their idea the next Qualcomm. The R&D/Innovation industry in this town is huge – as large as the tourism economy – accounting for 172,000 jobs in the county. Tyler made a key point in answering a question about where young people can find work. There are 6,000 San Diego-based software engineer jobs right now that companies can't fill because they can't find the talent. Encouraging students to take an active role in STEM (Science, Technology, Engineering and Math) education is not only good for them, but critical to San Diego's economy. One thing became clear in all the presentations: San Diego is one connected and collaborative town. Each of the organizations represented at our program is in continuous dialogue and strategy discussions to keep the regional economy growing.

Our meeting concluded with a rundown of committee meetings occurring that afternoon, including one to prepare for the President's Roast (heh-heh). I always look forward to that!

CALENDAR

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

FEBRUARY

27 *LinkedIn*

MARCH

6 *2024 San Diego Olympic Bid*

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



Joe Craver inspired us all with his loving tribute to his wife of 61 years, Rayma-Lew, on their anniversary.



President Chuck and Chair of the Day Rebecca Tuggle with this weeks panelists: Mark Rafferty, Jerry Sanders, Joe Terzi and Tyler Orion.



Keith McKenzie showing off this year's Camp Enterprise t-shirts. They will be for sale next week as well! Proceeds help to underwrite the camp.



Mike Morton, Sr., and Mike Morton, Jr. shared the day together.



Someone needs to explain how **Bill Trumpfheller**, **Michelle Candland** and **Wayne Goodermote** all have the same injury.



Jen Weismann and David Oates share a laugh as John Morrell is fined for being honored by the city on the 75th anniversary of Higgs, Fletcher & Mack. Jen and Davis weren't laughing later as they were also fined.

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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