



THE ROTATOR

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ROTARY CLUB OF SAN DIEGO

Two Degrees of LinkedIn Separation



Andy Liska
Editor

Despite the inclement weather, the Liberty Station Conference Center was packed full of Rotarians and guests. **President Chuck Pretto** called our meeting to order and the ever resplendent **Nancy Scott** inspired us with her story about guardian angels in her life. Nancy reminded us to make room in our hearts for those guardian angels all around us, especially those of them in the room today who helped get us here. President Nominee **Peter Duncan** led us in the Pledge of Allegiance followed by *God Bless America*, accompanied by **Larry Showley**. The news of the day was sponsored by **Mike Rowan** and Goodwill Industries and was masterfully reported by **Bert Wahlen**.

President Chuck reminded us to avoid parking in the short term spaces and announced that the Downtown Rotaracts, which his daughter is a member of, are having a fundraiser Rummage Sale on March 9, 2014. **Victor Ramsauer** briefed us on the recent audit of Club 33 finances which our Club passed with flying colors. Victor promised to give any interested members more details over a cup of coffee or a cocktail. I might opt for the latter.

By this point, most of us had noticed all of the young guests seated amongst us, all of whom were recent new members of Hoover High's inspiring Interact program, which is lead by **Beatriz Valencía** and her amazing staff. Subbing for globe-trotting **Jeremiah Doran** was **Mia Harenski** who welcomed and recognized these great students, their staff and the Rotarians who assist with this fantastic program. More than 150 Wilson students applied for just 51 available spots this year.

The average graduating rate for Hoover High is 40%, but that rate skyrock-

ets to 80% for Interactors, and of those, 95% of them go on to college. President Chuck urged us to help support this worthy cause so that more students can participate in this life changing program.

New member **Craig Benedetto** was introduced by President Chuck (sponsored by Larry Showley). Craig, a native San Diegan, impressed all with his "no notes, no stool" remarks. Welcome to Club 33, Craig. Our President then introduced Rotarian extraordinaire and Chair of the Day **Jen Weissman**. Branding expert Jen welcomed a visiting Rotarian from Del Mar and gifted her with her own "branding iron." I think Jen's version of "branding" is a little less painful. Jen then had the pleasure of introducing our speaker, Rick (Rick I the LinkedIn Guy) Itzkowich, who enlightened all of us on, you guessed it, LinkedIn.

Rick took a quick poll which revealed that while many of us have LinkedIn accounts (80% or so), few use their accounts to their maximum advantage. Utilizing a simple graphic demonstration, Rick showed us how our preconceived notions in life often cause us to miss otherwise obvious things, such as the benefits that can be derived from LinkedIn when it is used properly. Though not as huge as Facebook, LinkedIn has almost 300,000,000 members and two new members join every second. What makes LinkedIn appealing as a relationship platform are its demographics. The median household income of LinkedIn members is \$109,000, and its members are typically well-educated professionals with decision making authority. About 86% of hiring managers use LinkedIn for the hiring process.

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NEXT MEETING

Thurs., March 6, 2014

Liberty Station Conference Center

2024 San Diego Olympic Bid

Vincent Mudd, the Chair of San Diego's Olympic Exploratory Committee, will present the program. Vince will discuss the opportunity, the collaborating team and the challenges facing the committee as they prepare the bid for the 2024 Olympic Summer Games. He was quoted by NBC San Diego as saying "We're looking very, very good for 2024."



Bill Earley
Chair of the Day

2014-2015 Rotary Roster

Preparations for the annual Roster are now under way. Roster update forms were emailed to everyone on Friday, Feb. 28th. Please complete the form and return it to the Rotary office no later than March 14th if you have any changes to your contact information listed in last year's roster.

QUICK BITS



Roster Picture Make-Up Day March 27

There will be one last opportunity to have your roster photo updated! Before the meeting at 11:30 and after the meeting, Stan Lawrence will be taking 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 and need to have a photo taken for inclusion in our annual printed roster. We will let you know which meeting room the session will be in before the meeting.

BIRTHDAYS

Tom Seidler	March 4
Mark Burgess	4
Jim Madaffer, Jr.	6
Keith Bryant	6
Gary Gould	7
Tom Day, Ph.D	7
Kirk Jackson	7
Zig Zeigler, D.D.S.	7
Stephanie Rossis	8

Two Degrees of LinkedIn Separation

continued

LinkedIn (unlike the Kevin Bacon movie) uses three degrees of separation. Those people you know are the first degree, the people they know (that you don't) are the second, and those who they know are the third degree. Rick believes the "second degree" provides the best opportunity for prospecting. You have credibility with the folks you know and that relationship provides credibility for those in the second degree to whom you are introduced by members in your first degree - what Rick calls a "credibility transference." Or, as **Phil Blair** puts it when promoting Manpower's military vets, it's not just who you know, but who they know, and who they know and so on.

Using a real life experience involving his ex-wife, Rick explained that you often don't know who your first degree knows who you might want to know. Often we want to meet someone but don't have the opportunity for a direct introduction to that person. The odds are, however, that you know someone who actually knows the person you want to meet. The Catch-22 is that you don't know if your contact knows that person, and your contact does not know you want to meet that person. A quick search on LinkedIn may lead to the discovery of your contact's relationship with the person you want to meet, and *voila!*, you have your introduction.

Rick's insight clearly resonated with many of us as evidenced by the plethora of LinkedIn questions that followed by sometimes timid Rotarians. Should you accept a connection from someone you don't know? Well, would you talk to a stranger at an event? Yes. Does someone know if you reject their invite to connect? No. Should my profile include a professionally taken picture of myself smiling? Yes. Can one effectively use LinkedIn to promote their non-profit or their new book? Absolutely. Did many in the crowd go back to their offices to update their LinkedIn profiles? I think so.

CALENDAR

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

MARCH

- 6 *2024 San Diego Olympic Bid*
- 13 *Camp Enterprise*
- 20 *Kyoto Prize winner Robert Dennard*
- 27 *John Laird, California Resources Cabinet Secretary*

APRIL

- 3 *James Verdi, FBI*
- 10 *Brown Bag Lunch*

GROTARIAN

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. At this time the event is full. Please contact the office if you would like to be put on the waiting list.

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



Co-chair of the Interact program, Mia Harenski, Interact Program Director Beatriz Valencia and President Chuck



Guest speaker Rick Itzkowich, Chair of the Day Jen Weissman and President Chuck.



David Oates sizing up **Bob Russell** for a Camp Enterprise T-shirt. You will have one last chance to purchase one next week. Proceeds help to underwrite the camp.



New member Craig Benedetto was sponsored by father-in-law **Larry Showley**.



Over 50 Hoover High School Interacts joined us for lunch. What a pleasure it was to meet a special group of Sophomores.



Joe Craver and **Steve Cushman** enjoyed the day

WELCOME OUR NEW MEMBER

Craig Benedetto - “Government Relations Consultant—AA” introduced himself to Club 33 today.

Craig is a Principal with California Strategies.

Larry Showley, Kris Michel and Bill Earley were his sponsors.

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MEMBERSHIP

The following applicants were recommended to the Board by the Membership Committee and will be approved for membership unless objections are received at the Rotary Office by March 12.

Alan Lerchbacker – “Private Equity Investments”

Derek Berg – “Court Reporting AA”

Georgina Serrano Cuevas – “Consultant – International Real Estate Development”

Glenn Thomas – “Commercial Flooring”

Michael Holland – “Investment Advisor AA”

Paul Devermann – “Associations – Rotary Club of San Diego”

Pradeep Khosla – “Education – University – Administration”

Celia Ramirez – “Associations – Delta Kappa Gamma”

Club Golf Outing

Another beautiful San Diego day greeted 24 Rotary Club 33 golfers for the second round of the club tournament for President Chuck's Rotary year. San Diego Country Club head pro, John Osborne, arranged a nifty "modified shotgun" with 3 foursomes teeing off the first hole and the other 3 starting on the tenth. The camaraderie and the competition mixed well with the full allotment of players. **Bonnie Schwartz**, who helped start the outing some 18 years ago, was n't in attendance. Kudos to **Marten Barry** for keeping the event rolling along and well organized.

The best net score of the day was recorded by PGA Professional (Retired) **Tom Wilson** with a 71, closely followed by 72s carded by **Mark Burgess** and **Guy Maddox**. Tom now holds the lead in the club house through two rounds, with one round to play in the spring. Mark and Guy are tied for second place with **Dick Green** and **Ellis Smith** with 72s recorded in the first round of the tournament. Marten Barry and **Larry Showley**, with 73s, will apply pressure to the leaders if they falter. Revelry at the 19th hole, often the best part of the Rotary Golf Tournament, was in full swing. Stay tuned for the announcement of the final round to determine the Club Champ!"



Wade McKnight, Jackie Meyer and Ellis Smith demonstrate the warm glow of a post round beverage



Tee-tollers Mark Burgess and **Buddy Thomas** bookend microbrew-enjoying **Linda Stirling**



Past President **Jo Dee Jacob** and guest Don Frey enjoy the sun before the round



John Anewalt and Larry Showley escape the sun with fashionable headwear.

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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