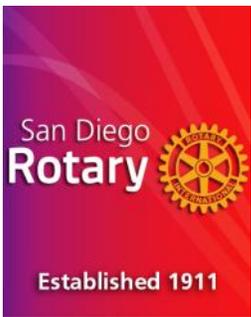


# THE ROTATOR

Vol. 103, No. 04 August 4, 2016

SAN DIEGO ROTARY CLUB

## A Game Changer



Deirdre Maloney  
Editor

The message of today's meeting spoke to all generations. It began after **President John's** resounding ringing of the bell, when **Divya Kakaiya** took to the podium for the Inspirational Moment. Many of us were only too happy to raise our hands when Divya asked us to proclaim how

special Rotary is to us, in large part because it lets us serve our communities. She challenged club members to enhance our workplaces so that they inspire all generations to give back, to be mindful, and to honor empathy.

Next came **Jack Anthony** and the Pledge, followed by the *Star Spangled Banner*, led by the Club 33 Singers and accompanied by Bryan Verhoye. Once **Mark Burgess** provided the news, sponsored this week by **Jim Fitzpatrick** of San Diego Magazine, we got to sit back and enjoy a video of famed celebrity Ellen DeGeneres, who illustrated some laugh-out-loud differences between Baby Boomers and Millennials. (Hint: don't *ever* ask a Millennial to name all four Beatles.)

President John then commenced with some critical announcements, including a big thank-you to all who have signed up for the *Stop Hunger Now* event on September 17. (We've reached maximum capacity, so please contact the Rotary office if you'd like to be added to the waiting list.) We also heard from **Joe da Rosa**, who offered some touching words about the difference the Cesar Chavez Rotary Readers makes in the lives of kids. More reading volunteers are needed this year, so please sign up if you can!

It was then time for a fine. Specifically, it was time for a fine... for **Mike Conner**. It turns out that Mike's company, Phoenix Water Management, was recognized in the San Diego Business Journal as one of the 150 fastest growing private companies in San Diego... and there wasn't a peep about Rotary. After some lengthy negotiations, Mike agreed to a \$450 fine. Unsuspecting accomplice **Jim Groen**, whose company Jackson Design & Remodeling was also mentioned on the list, got to add \$50 to the pot.

President John also reminded us about the Prospective Member Reception coming up on

August 18 and then officially introduced us to our two newest members, **Gregg Oggel** and **Dan Amaro**. Chair of the Day **Miro Copic** (esteemed graduate of Harvard Business School – aka “Chico State of the East”) then took to the podium and introduced our speaker, Andrew Hewitt, who referred to himself as the “Skinny Millennial” so as not to be confused with our own dear club member of the same name.

Andrew created his company “GameChangers 500” to establish an alternative to the list of Fortune 500 companies, which focus primarily on profit as their measures of success. Andrew's list instead highlights companies that both make a profit and serve a purpose. He believes these “for- benefit” companies should be defined as the fourth sector, adding to the traditional for-profit/non-profit/government sector model.

The companies on Andrew's list are not insignificant. Companies like Nike, Pata-gonia and Zappos are all leading the way in measuring success through the triple bottom line of profit, people, and planet. And before you think it's entirely about altruism, Andrew made the case that these companies are following a trend that will enable them to have significant impact in *every* area, including that all-important bottom line.

Just a few points from that case?

- For-benefit companies outperformed the S&P 500 by 14:1.
- 91% of global consumers said they'd switch brands if a different brand of similar price and quality supported a good cause.
- 62% of Millennials (a generation expected to make up 75% of the global workforce by 2025) only want to work for an organization that benefits society.

Andrew ended his presentation with a challenge for San Diego, a city he moved to because he believes it can thrive as the core of this fourth sector movement. His goal is to have 1,200 companies on the GameChangers 500 list within the next two years. Andrew believes this is the kind of vision that all of us, from every generation, can get behind.

## Next Meeting

August 11, 2016

**Dr. Octavio Aburto**  
**Marine Biology Research**  
**Division -**  
**Scripps Institution**  
**of Oceanography**

### Protecting Mexican Seas

In Mexico, there is a tremendous opportunity to integrate a network of Marine Protected Areas. By taking advantage of the significant scientific knowledge and monetary investment to date, the time is now to move forward with marine reserves implementation. Using Cabo Pulmo as a model for success, it is known that it takes two key factors to implement MPAs throughout Mexico: community involvement to better protect marine ecosystems, and communication efforts to inspire the public to protect the special places in Mexican seas. In this presentation, you will see the work that Dr. Aburto has been doing by leading scientific groups, social-media campaigns, and video and photography expeditions to protect mangrove forests, coral and rocky reefs, coastal lagoons and sea-mounts all along Mexico.

Dr. Aburto is the Director of the Gulf of California Marine Program and is an Assistant Professor at Scripps Institution of Oceanography (SIO) and a professional photographer associate with the International League of Conservation Photographers.



Evan Wahl  
Chair of the Day

## QUICK BITS

### Fish Across the Border - Video

Want to learn more about this committee? [Click here](#) to learn about the how this project and committee began. If you are interested in participating in the next Fish Across the Border trip, please contact [Bob Fletcher](#).

### 2016-2017 Rosters

Our new 2016-2017 member directories are now available. Be sure to pick one up after our program on Thursday. (They will not be mailed.)

## BIRTHDAYS

### August

Jim Goode	8
Todd Struyk	9
George McKinney	9
Craig Starkey	9
Gerard Brown	11
Laurence Miller	11
Peter Baekkelund	11
Bill McDade	11
R.B. Johnson	12
Ian Campbell	12
Ann Hill	13
Serhat Pala	13
G.T. Frost, Jr.	13
Vance Gustafson	14
Kevin McClintock	14
Dennis Burks	14

## SEPTEMBER 17 - STOP HUNGER NOW EVENT



**REGISTRATION HAS CLOSED - We have reached the max number of volunteers needed for this event. If you would like to go on our wait list, please email Mary at [mary@rotary33.org](mailto:mary@rotary33.org).**

**Thank you to everyone who signed up!**

## AUGUST 25—OFFSITE LUNCH AT MCRD

*THERE WILL NOT BE A MEETING AT LIBERTY STATION.*



On August 25, will hold our weekly Thursday meeting on the beautiful grounds of the Marine Corps Recruit Depot (MCRD). Entertainment will be provided by the Marine Band San Diego. We will learn about the history of MCRD and of the recruiting process. Drill instructors and recruiters will be present for a Q&A session. What these young men experience at MCRD San Diego during recruit training changes them forever!

**WE WILL NEED THE FULL NAMES FOR ALL ROTARIANS and GUESTS FOR ACCESS THROUGH THE MCRD GATE. All attendees must have current government issued identification.**

**If you will be bringing a guest to this meeting, you will have to register them online. [Click here to register your guests with their full name as shown on their identification.](#)**

## CALENDAR

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

### August

*11 Dr. Octavio Aburto, Scripps Institution of Oceanography*

*18 San Diego Chargers*

*25 Offsite lunch at MCRD*

### September

*1 DG Marilyn Sanderson*

*8 Kristin Gaspar, Encinitas Mayor and County Supervisor Candidate*

## GROTARIAN EVENTS

**Tuesday, September 13  
Annual Grotarian Poolside Chat  
Time: 5:30 pm - 7:30 pm  
Cost: FREE**

Red Badgers! Please come and learn more about Club 33 and our committees as we enjoy President John Morrell's delicious Pozole by the pool.

[Click here](#) for more information and to register.

**Save the date!  
Tuesday, October 18  
Grotarian event at WFW Industries & Workshops for Warriors**

# MEMBERSHIP

San Diego  Rotary  
Established 1911

## Prospective Member Reception



### *Who can be a member?*

- *Those who are in all levels of management*
- *Those who have a passion for giving back*
- *Those who want to help others professionally and personally*
- *Those who will attend meetings as often as they can*

You and your prospective member are invited to a pre-lunch reception for an opportunity to meet with fellow Rotarians and Board Members.

### *Share the Gift of Rotary*

**Bring one (or more) prospective member!**

**WHEN:** Thursday, August 18, 2016

**TIME:** 11:15 am      **Room:** 207

**RSVP:** Register on the Club's website event page  
<http://www.sandiegorotary.club/event/prospective-member-reception/>

*The club will pay for lunch for your guest. Registration is required.*

MEMBERSHIP 2016/17

Want to know what our program will be on August 18th? San Diego Chargers President of Football Operations John Spanos will first give an update on the upcoming football season and then he will be joined by Special Advisors to the Chargers Fred Maas and Jeffrey Pollack who will outline the November Chargers Citizen's Initiative and the conceptual plans for expansion of the Convention Center and new home for the San Diego Chargers.

# FACES IN OUR CROWD



(Left) **Mark Stuart**'s lunch guest was his companion-in-training puppy **Keegan**; (right) **Nancy Scott** and **Marc Tarasuck** came to lunch color-coordinated.



(Left) President **John** with new member **Dan Amaro**, **Gregg Oggel** and newsman **Mark Burgess**; (center) **Divya Kakaiya** delivers the Inspirational Moment; (right) **Mike Conner** gets hit with a fine.



(Left) Chair of the day **Miro Copic**; (right) **Kourtney Kennedy**, a visiting Rotarian from the La Jolla Golden Triangle club, walks away with some gifts from **Miro**.



(Left) guest speaker **Andrew Hewitt**, Founder of **Game-Changers 500**.