

# THE ROTATOR

Vol. 104, No. 14 October 12, 2017

SAN DIEGO ROTARY CLUB



## Experience San Diego!

## Next Meeting



Michelle Candland  
Editor

The meeting attendees were greeted by another beautiful Experience San Diego day! **President Bob's** tie honored the official Columbus Day, even though it was also National Free Thought Day (but he couldn't find a tie that demonstrated that theme.)

The Inspirational Moment

was presented by **Michael Bruner**, Executive Director of the Jackie Robinson YMCA, where he is celebrating his 20th year at the helm. He talked about the power of sharing your dream and vision and how those around you can help make it happen. Case in point, he sat at a table at a Rotary lunch one day and met **Jack Carpenter**. He mentioned he was with the Y and Jack said he had designed many YMCA facilities, at which time Michael said, "We need a new Y!" The next week, Jack brought a conceptual drawing for what a new facility could look like. And the rest is history. That was back in June of 2000. Now on Oct. 26th they will cut the ribbon on the amazing new Jackie Robinson YMCA, making one community's dream a reality.

**Brandon Horrocks** lead us in the Pledge and *America the Beautiful* accompanied by **Katie Fulhorst**. **Stan Lawrence** delivered the news, sponsored by **Mike Rowan** and Goodwill Industries of San Diego. Stan ended with his take on the benefits of chocolate...it grows on a tree, which is a plant, so chocolate is a salad! Thanks, Stan!

Included in the day's announcements: Prez Bob's ongoing contributions to Lincoln High's Interact club continue to grow thanks to the football team's amazing Homecoming win against Scripps Ranch with a final score of 61-0. Let's see...carry the two... that makes his current total donation over \$1,500! The annual Rotary International Assembly is coming back in January, bringing 533 District Governor Elects and their partners from around the world for a week of intensive training. The RI team is putting together one huge Rotary volunteer project, hoping to draw 150 volunteers from the District. If you are interested in participating, contact [John Neuhart](#) for details. **Diana**

**Marjip-Chuh** reminded us about the upcoming Auction with a CALL TO ACTION for bottles of really good wine, items for auction and pledges for the paddle raise. We're down to the wire and behind the curve so PLEASE STEP UP AND HELP! Go to our club website for the [form](#) to make your donations. The Past President of the Point Loma club, Jim Piburn, wants us to know about the upcoming Jim Krause Memorial Bike Ride benefiting Moores Cancer Center to be held on Nov. 11 starting at 7:00 a.m. There will be a 10 mile, a 25 mile and a 62 mile ride and he invites riders, volunteers and sponsors to join in.

Today's program Chair of the Day was **Marlee Ehrenfeld**, President of the MJE Marketing Group. She has been deeply involved in the community and our club for many years and one of her current roles is President of the San Diego Bowl Games Association. She is partnered with **Patti Roscoe**, founder and president of the PRA group, Chair of the San Diego Destination 2040 team and our speaker of the day. Patti opened by letting us know that when she was invited to "volunteer" for the leadership of this initiative, she responded with, "Are you kidding? Do you have any idea how old I'll be in 2040?" That being said, she is passionate about bringing this initiative to life and has assembled a multi-dimensional team of 40 organizations and individuals to dig, review, debate and help develop a plan to grow the third largest economic driver in San Diego, tourism.

Tourism currently supports 170,000 jobs and brings in \$220M of TOT income, which goes directly into the General Fund that we all benefit from. One of the bodacious goals of Destination 2040 is to drive \$1.33M of TOT within the next few years. They will focus on reimagining San Diego as a destination city by maximizing our beauty and activities, increasing the leisure travel opportunities, clarify our brand, and explore and market transportation options from Los Angeles, our largest drive market and the source of the majority of our visitors from China.

*Continued on page 2*

October 19, 2017

Breeders' Cup 2017

Joe Harper, CEO  
Del Mar Thoroughbred  
Club

Del Mar is the proud host city of the 2017 Breeders' Cup World Championships!

This iconic event makes its debut for the first time in Del Mar, where the turf meets the surf Southern California style. With its first run in Hollywood in 1984, the Breeders' Cup has crisscrossed the country ever since. Hear from the CEO of the Del Mar Thoroughbred Club, Joe Harper, about what it takes to put on such a highly visible race.

Since assuming management of the Del Mar Thoroughbred Club in 1978, Joe Harper has guided the historic track, founded in 1937, through a period of growth and success unparalleled in America. During this period, Mr. Harper has overseen Del Mar's emergence as one of the nation's top racetracks.



Chair of the Day  
Kristen Ford

**Our annual auction is on  
November 16!**

**We are now accepting items for our live and silent auctions. Go to page 3 for the link to the donation form.**

**Thank you for your support.**

## QUICK BITS

**Andres' Restaurant is hosting a silent auction to help raise funds for relief efforts in Puerto Rico. 100% of the proceeds will go to the Rotary Club of Puerto Rico who will ensure the funds will be used appropriately for relief efforts.**

October 22 12PM - 5PM  
Andres Restaurant  
1235 Morena Boulevard, 92110  
(619) 276-4624



### WANTED— Rotary Readers

Rotary Readers are needed for Cesar Chavez Elementary School, approximately half an hour a week. For more information, contact committee chairs [Dick Troncone](#) or [Joe da Rosa](#).

**Committee Chairs:  
Don't forget to invite our Rotaracts to your service activities!  
They are always willing to participate and help out whenever possible.**

Here is their contact info:  
SDSU Rotaract - [sdsurotaractvpservice@gmail.com](mailto:sdsurotaractvpservice@gmail.com)  
City Heights Rotaract—  
[chrotaractclub@gmail.com](mailto:chrotaractclub@gmail.com)  
San Diego Rotaract - [sdrotaractservice@gmail.com](mailto:sdrotaractservice@gmail.com)

## BIRTHDAYS

### October

Dan Amaro	16
Cheryl Wilson	17
Bill Wise	17
Larry Richman	18
Ed Hearn, Jr.	19
Joe da Rosa	20
Ramona Walker	21
Georg Hochfilzer	21
Guy Maddox	21

## Experience San Diego! *Continued from page 1*

Interesting to note —China is the #1 market in the world for visitors to the U.S. and is also the highest spending per visitor of any other region or country.

There will also be a focus on expanding the marketing of our local communities, which are rich in cultural diversity and a great way to see more of San Diego. Our convention center is too small to accommodate many meetings and conventions, and because of that, we lose 1.65M room nights per year due to lack of convention space. That results in the loss of millions of dollars for our hotels and local business' each year. The quote "Build it and they will come" certainly applies here! The Initiative's future aspirations and potential goals include increases in cruise ship and airport service, destination loyalty, cultural tourism through the arts, museums and festivals, branded service with Amtrak, neighborhood inclusion, and owning our tourism life cycle, which includes multi-visit experiences.

In order to succeed, the Destination 2040 Initiative will need everyone's help to tell our story, be proud of who we are and what we have to offer, and be welcoming to our visitors. Go to [www.experiencesandiego.com](http://www.experiencesandiego.com) to learn more!

## TREE PROJECT



One of President Bob's goals this year is to fulfill the desire of RI President Ian Riseley for every Club to plant a tree in honor of every member. That means we have the extraordinary challenge of finding a place, and for someone to nurture, 520 trees. We are very fortunate that our friends at the San Diego Zoo and Safari Park have stepped up and will source, plant and take care of the new trees at the Safari Park. As they will tend to the physical aspect, we still need to handle the fiscal side. Each tree costs \$50, which means that we need to raise upwards of \$25,000. Please join those that have already stepped up and pledge your support for the project by making a donation. Contact Carole at the office (619-299-3309 ext 102 or [accounting@Rotary33.org](mailto:accounting@Rotary33.org)) to authorize charging a credit card, or you can mail in a check payable to the San Diego Rotary Club Foundation. Your support for this project is most appreciated.

## CALENDAR

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

### October

19 *Joe Harper— CEO, Del Mar Thoroughbred Club*

26 *Phillip Grove-Director, Producer, Documentarian-Cloud Walkers*

### November

2 *Women in Rotary*

9 *Salute to Military*

## GROTARIAN EVENTS



**Halloween with SDSU TV, Film & New Media Production**

**October 31 5:30pm - 9:00pm**

**Cost: \$10.00**

*This event is limited to 25 guests*

Join us at the Don Powell Theatre at SDSU for an approximate 1 ½ hour program of a selection of student-made, short horror films. [Click here for more details and to register.](#)

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

Bob Russell, President ♦ Paul Devermann, Executive Director

San Diego Rotary ♦ 2247 San Diego Avenue, Ste. 233, San Diego, CA 92110-2943

Phone: 619/299-3309 Fax: 619/299-3340 ♦ e-mail: [paul@rotary33.org](mailto:paul@rotary33.org) ♦ website: <http://www.sandiegorotary.club>

# UPCOMING CLUB EVENTS

## Share the gift of Rotary

### Prospective Member Reception October 26, 11:30 am-noon Liberty Station Conference Center-Lobby L

Bring a prospective member (or two) to a pre-lunch reception on October 26 for an opportunity to meet with fellow Rotarians and Board members, and to learn more about Rotary. Then they can enjoy a complimentary lunch and hear our guest speaker, documentarian Phillip Grove, share stories about the Cloud Walkers, a group of amputees who climbed Mt. Kilimanjaro. [Click here to register for the reception.](#)



## *Giving Thanks, Giving Back*

### 2017 AUCTION-NOVEMBER 16

### *Save the date!*

Plans are under way for our annual **Giving Thanks, Giving Back** auction on **November 16**. If you would like to make a donation towards our silent or live auction, please complete the [donation form](#) and return it to the Rotary office. **Donations of wine need to be at least 91 points or better, have a minimum cost of \$25, and must be labeled with your name and the retail value of the wine.** Any questions? Contact Auction Chair [Diana Mar-Jip Chuh](#).

# Rotary 5130 Fire Relief Fund

- ◆ The LARCA Fire Relief Fund was founded in 2015 during the Lake County, CA fires. Nearly \$1M was raised to support the fire survivors and businesses in those communities over the past 2 years. The fund has been administered with nearly zero administrative overhead.
- ◆ October 2017, massive destruction from numerous fires burning in Napa, Sonoma, Mendocino and Lake Counties has resulted in the expansion of this fund to cover the 4 counties affected in District 5130.
- ◆ A committee comprised of Rotarians from each of the 4 counties will administer the direct deployment of these funds.
- ◆ Contributions are tax deductible



## **DONATIONS CAN BE MADE TO:**

Lake Area Rotary Club Association  
(LARCA)

c/o 5130 Fire Relief Fund

PO Box 2921

Clearlake, CA 95422

Or online at [www.larca5130.org](http://www.larca5130.org)

NON-PROFIT TAX ID# 46-1149482

Questions?

[larca5130@gmail.com](mailto:larca5130@gmail.com)

# SENIOR SERVICES COMMITTEE



## SENIOR SERVICES COMMITTEE

### ANNUAL WARM CLOTHES DRIVE

November 2, 2017

Please bring your donations to our meeting at Liberty Station

### Donation Suggestions

**(Sizes XS – XXXL)**

Socks (white crew)

Gloves

Beanies

Sweatshirts

Undershirts

Warm neck scarves

Jackets

Slippers

Blankets

Throw blankets

Rain Ponchos



***Idea – Ask your favorite store for a donation.***

***Note: NEW items only.***

# FACES IN OUR CROWD



Guest speaker Patti Roscoe and Chair of the Day Marlee Ehrenfeld prep for the presentation on the 20-Year Destination Master Plan for San Diego.



(Left) Congrats to **Tyler Cramer** for being appointed to the National Assessment Governing Board; (right) Jim Piburn, past president of the Point Loma Club, joined us to promote their Ride The Point event.



In our crowd: (left) **Bonnie Schwartz** and **Jim Jessop** catch up; (center) **Trevor Blair**, guest **Katie Sawyer**, and **Kathlyn Mead**; (right) Jim Piburn, Kimberly King, and President Bob.