

Welcome, President Suzy



Tom Gable
Editor

In her Inspirational Moment, **Past President Geri Ann Warnke** highlighted the international spirit of cooperation and dedication shown by so many people during the rescue of the soccer team from the cave in Thailand. It mirrors the global spirit of Rotary and should be an inspiration to us all.

Immediate Past President Bob provided background on **President Suzy** and her growing company. He then introduced **Mayor Kevin Faulconer**, although erred on the year he graduated from San Diego State University, citing 1967 (it was 1990; for context, **Past President Dick Troncone** graduated from SDSU in 1967.)

The Mayor praised Club 33 for its contributions to the city and said more will be ahead given the energy and enthusiasm of its new president. He said he was already tired from sitting next to Suzy for 15 minutes.

After being sworn in, President Suzy presented special Suzy's Zoo badges to **President Elect David Oates** (Jack Quacker) and to **President Nominee Chris Sichel** (Corky Turtle). The two whimsical characters, along with Suzy Ducken (Suzy's badge), are residents of Duckport, the imaginary island off the coast of California created by Suzy a few decades ago.

President Suzy, who joined the club in 1989, said the past two and a half years have been like going up a giant roller coaster, ever so slowly, inching toward the top and heading today for the big drop and rapid acceleration. She introduced this year's Rotary International slogan – "Be the Inspiration" – and the logo featuring a wave against a sunset. Water, she noted, is a precious element. Once Rotary eradicates polio, a future mission could be cleaning the oceans.

Her term will show off her passion for the arts. The region is strong in science, technology, engineering and math (STEM). She wants to insert the arts.

"Visual arts have been part of humanity since the beginning of life," she said. "It is deeply embedded in our daily life. Art even helps scientists communicate their discoveries and make sense of things. If we can see it, we can understand it. Arts Matter. Our community is rich with it."

She asked members to send her images we find intriguing – paintings, graphic arts, public art, scientific illustrations and photos of sculptures. Music is part of it, too, she said, and introduced Bryan Verhoye, concert pianist, who will be providing musical interludes at meetings throughout the year.

Music can improve our moods and President Suzy will be adding new songs to our playlist, beyond the traditional patriotic songs. She said words will be projected onto the screen for getting more people involved in the sing-alongs.

She covered the history of the Suzy's Zoo characters. She sold her first painting, of a surfer in a wave copied from a family photo, to a fellow student at Point Loma High School for \$3. She created custom art work for other surfers. At SDSU, she majored in art, which was very serious.

In the summer of 1963, she took a water color class and began selling her work on the weekends at Balboa Park. She did charcoal and created funny animals. Kids would ask her to put shoes on a duck, give him a basketball, or cleats and a bat. She sold each creation for \$3. Her mom said she needed to create a new name and recommended Suzy's Zoo, to separate this from the work at SDSU, where students were "trying to out-sophisticate the other person."

Suzy continued the fun summer business, because she liked making people happy and making money. In 1967, a couple from the Bay Area liked her work and wanted to put her cards in stores.

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Next Meeting

July 19, 2018

**Carl DeMaio,
Chairman
Reform California**

DeMaio's topic: Reform California – How a new grassroots movement may become the check on one-party rule in Sacramento

Carl DeMaio has built an entire business and a political career on making broken government programs work again for the people. He is now tackling state-wide fiscal reform policy in his new role as Chairman of Reform California.



**Wes Wilmers
Chair of the Day**

Our 2018-2019 member roster is now available. You can pick one up at the check-in desk at our Thursday meetings or at the Rotary office. They will not be mailed. Don't forget that you can also find the most current roster information in our online directory located on our website.



QUICK BITS

2018-19 Committee Sign-Up

If you have not yet signed up for a committee this year, [Click here to sign up](#). Simply click on the buttons next to the committee(s) you would like to join and then click the "Done" button at the bottom of the page to submit your selections.

Annual All-Chair Committee Meeting—July 26, 1:30 pm

Committee Chairs, Co-Chairs, and Vice-Chairs are encouraged to attend this meeting that will immediately follow our program. President Suzy and President Elect David Oates will provide a summary of their plans for the year and discuss the August 23 Club Assembly.

Don't forget that you can also find the most current roster information in our **Online Directory** located on our [website](#).



BIRTHDAYS

July

Gene Rumsey, Jr.	16
Jennifer Barnes	17
Nancy Scott	18
Vern Aguirre	18
Rick McElvain	20
Leon Williams	21

Welcome, President Suzy

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The husband, a wealthy entrepreneur in the medical instrument business, was looking for something fun. They paid for Suzy to fly to meet at their home in Berkeley and ended up with a partnership that changed her life.

The line launched in 1968 in a classy store in the Bay Area and the cards began to sell. The new company released more cards. A sales representative with a line of alternative gift cards saw Suzy's work, loved the potential and soon started repping her to more gift shops. Other reps followed in new regions and the gift card line expanded throughout the U.S. Suzy quit her teaching job at PLHS in 1969 to grow Suzy's Zoo. She soon bought out the partner's interests.

The company opened manufacturing and distribution facilities in San Diego. But the arrival of the Internet in the late 1990s changed the industry, which was called the social impression business. Many mom-and-pop retailers went out of business. Suzy's Zoo successfully changed its business model from manufacturer to a licensing company and now has resellers and partners in 12 countries around the world selling everything from cards to stuffed animals.

Next up for Suzy: an animated series called Adventures in Duckport, being made for local markets in 11-minute episodes, which allows for 4 minutes of advertising in each quarter hour. Each episode tells a new story. For international cooperation and entrepreneurship: the producers, MONDO, are in Rome, Italy; script-writers are in London, England; recording studio for the voices are in New York City; and the animators are in China.

"America has been good to me," Suzy smiled, as she closed her first meeting as our newest president.



CALENDAR

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

July

19 Carl DeMaio

26 International Youth Symphony

August

2 Rockwell Herron, Special Agent, DEA

GROTARIAN EVENTS

Annual Poolside Chat

Date: Tuesday August 7

Time: 5:30 pm—7:30 pm

Cost: Free

Location: Residence of Mike Conner and Judy Thompson (address to be provided to attendees prior to event)

This event is for Grotarians only. Please no spouses or guests.

Red Badgers – please come and learn more about Club 33 and our Committees as we enjoy some fellowship poolside! We will have 8-10 Committee Chairs speak about their committees, what their committees do, and how you as a committee member can help. It will be an informative but fun evening for all who attend.

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

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

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PRESIDENT'S MESSAGE



Dear fellow Club 33 Rotarian,

Thank you for the very great honor to serve San Diego Rotary Club as its 109th president. I remember the day I was introduced into Rotary. I was so honored then, as I am today, to be in the company of so many of our city's finest people. How appropriate that this year's theme from 2018-2019 R.I. President Barry Rassin is "Be the Inspiration" -- because *you* have inspired *me*.

There is so much we do, and countless opportunities for us to do good. For example, here at home we give hands-on support to our active military families. We mentor our youth through involvement with the growing Interact Clubs and the Four-Way Test speech contest which is rapidly building momentum, and our starship, the fabulous Camp Enterprise. But Rotary good works starts even younger than that, with the Cesar Chavez school reading to children program. Our young San Diegans crave the attention and respect a caring adult can give. And who better to provide that than a Rotarian?

We contribute to humanitarian needs and help people all over the world. We are working toward clean water where there is none. And we are ending polio forever in the world. I am hoping one day Rotary will take on the cleaning up of the oceans of the world. Rotary can do it!

And the fellowship! We laugh together, learn together, and inspire each other week by week. Rotary builds friendships. This is why I love Rotary. Come each week, and keep your ears open. Sit at a different table from time to time. Find out what's happening with your fellow Rotarians, and be inspired by them. And they will be inspired by you, too. Through your contributions and good works you can truly "Be the Inspiration."

Suzy Spafford

CHANGE OF COMMAND 2018



(Left and center) Mayor Faulconer greets President Suzy's family and joins them for a photo; (right) Suzy and her mother Betty Spafford.



(Left) Past President Geri Warnke presented the first Inspirational Moment of this new Rotary year; (right) Mayor Faulconer swore in our 109th club president.



(Left) Past President Bob Russell passes on the gavel and president's pin; (right) No orange vest for President Elect David Oates this time! President Suzy presented him with his pin and a "Jack Quaker" name badge.

CHANGE OF COMMAND 2018



(Left) Suzy shared her story on how Suzy's Zoo began; (right) and on some exciting new projects she is working on.



(Left) Suzy asked the audience to draw and create something of inspiration. She shared Past President **Pat Crowell's** inspiration...Bugs Bunny; (right) Other drawings created for Suzy.



(Left) Suzy gifts the Mayor with an autographed drawing and a signed copy of her book *Periwinkle's Journey*; (right) Past Presidents **George Gildred** and **Fred Frye** came out to support Suzy and her big day.

CITY HEIGHTS ROTARACT

Last week the City Heights Rotaract Club held their first business meeting of the year where new President, Sonya Vargas, shared with both new and returning Rotaracts the RI President's message for the new Rotary year: Be the Inspiration. Several Rotaractors and advisor Marge Cole attended the Rotary International Convention in Toronto and were excited to tell the club how much fun they had and about everything they learned. Building off this inspiration, the Rotaracts planned service projects for the year and discussed how they can make even more of an impact in the community (last year they served more than 500 hours!). It's easy to see why our Rotary district awarded them the first ever "Rotaract Club of the Year" award. Come attend one of their monthly meetings held at 6 pm on the 2nd Tuesday of every month at the Price Philanthropies building in City Heights.

*Mia Harenski, Committee Chair,
City Heights Rotaract*



GROTARIAN EVENT AT ALESMITH BREWERY

Thanks to all who participated in our event on July 10th! Our group really enjoyed the tour and learning about the beer make process and, of course, the beer was delicious!

