

Tackling our Homeless Issue



Patti Roscoe
Editor

As we entered, Brian Verhoye graciously played “Celebrate Me Home” in honor of Peter Seidler and the Padres. **Jay Arnett** presented an Inspirational Moment about his 93-year-old dad, a professed Internet nut. Dad saw a clip from Yale about the most well attended class in its history—a class on happiness. It garnered 1200

students and went down at the most well attended class ever. Students had to daily think of 5 things for which they were grateful; be “in the moment;” perform random acts of kindness; make connections face-to-face (not thru social media); and remember happy people meet other happy people. Sounds familiar!

Dom Addario led us in the Pledge and dedicated *God Bless America* to the late Navy Veteran and POW, Senator John McCain.

Deirdre Maloney’s News included a quote was from award winning singer, Greg Tamblyn. When he brought his report card home, his Dad would always find the bright side. He’d say “Well, at least I know you didn’t cheat.” Thank you to this week’s News sponsor, **Keith McKenzie** of Delphi Private Advisors.

Our Art Moment was a portrait piece by artist, Neil Shigley, a San Diego artist currently teaching at SDSU. His work consists of large-scale portraits of the homeless population called *Invisible People*. This link explains it best: <http://neilshigley.com/httpsvimeo-com112969272/>.

We had two new member intros today. **Dr. Steve Snyder**, President & CEO for the Fleet Science Center, and retired pharmacist, **Dr. Ned Silver**. You can read more about them on page 4.

Chris Sichel, Chair of the Day, was once lead singer for the Ya Ya’s. The very young troubadours had no idea that Ya Ya’s are also known as grandmothers. Imagine their surprise! Chris will be Club 33’s president in 2020. A visiting Rotarian from La Mesa Sunrise was appropriately gifted. Guest Dan Novak was also introduced. Dan retired from Qualcomm as VP of Global Marketing and now assists on the homeless issue. That topic was the amazing program Chris brought to us today.

We heard from two quiet, humble San Diego heroes on a critical topic many sweep

under the rug—our homeless crises. Peter Seidler drafted friend, Dan Shea, to help him take a studied deep dive into the chronic issue and the two became a mighty team. Peter Seidler, of the famed baseball O’Malley family, is the lead investor in a group that bought the Padres in 2012. He also is founder and partner in Seidler Equity Partners, which has grown from a family office to having more than \$1 billion in capital. Dan Shea is a partner in his three Donovan’s Steak and Chop Restaurants and Paradigm Investment Group LLC, the second-largest franchiser of 140 Hardee’s fast-food restaurants. Together they studied San Diego’s homeless issues, convened business and political leaders, raised funding, and determined a short-term solution to get homeless people off the streets. They were told the problem was complex and too hard to solve. After much study and due diligence, they determined the issue was doable.

The problems were multi-pronged: The importance of a fact-based, analytical and collaborative culture among San Diego leaders in profits and non-profits. Leadership—or lack thereof. Organizing existing resources. Eliminating silos. Overcoming hand-wringing of those to whom the issue is insurmountable. Insuring people knew that the statistics were not just numbers, they were people. People down on their luck for a variety of reasons, some not of their making. People with mental and physical health issues; families in trouble; those hooked on addiction; issues with lack of self-esteem; insurmountable to them. People dying on the streets—our streets. Unspoken costs of treating the homeless, including ambulances, emergency room visits, coroner and burial services.

One of the solutions, as Seidler and Shea saw it, was to create temporary bridge shelters—industrial size tents to give safe shelter to those in need. They created a “Housing First” model so people could start to get their lives together. There were resources to help with job and healthcare searches and other necessities of life. The Lucky Duck Foundation offered to come on board. <https://www.luckyduckfoundation.org>

Seidler and Shea went to city leaders, stressing the problem wasn’t political. It was about people needing help.

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Next Meeting

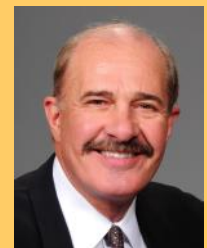
September 6, 2018

**Patti Roscoe
And
Scott McGaugh**

USS Midway Museum

From Mothballs to Magic

Learn the inside story of the 12-year battle to bring the USS Midway to San Diego and how in 14 years it has become San Diego’s top-ranked attraction and the 4th most popular museum in America (out of 35,000 museums of all types). The Museum was founded by Club 33 member Patti Roscoe and Scott McGaugh, who has also been its sole marketing director since it opened in 2004.



Roy Bell
Chair of the Day

*Give the Gift of
Rotary*

**Prospective Member Reception
September 6
11:15—noon**

[Click here for details and to register](#)

Please register by 9/3

QUICK BITS

Giving Thanks, Giving Back Auction Items

Our Auction Committee is hard at work seeking donation items for our annual fundraiser on November 29. If you have an auction item you would like to submit or have a lead for possible donation items, please contact Chairs [Diana MarJip-Chuh](#) or [Tom Gehring](#). You can also [click here](#) to submit your auction item.

Brown Bag Lunch May 2019



Would you be interested in hosting a Brown Bag Lunch at your place of business? This would be a great opportunity to showcase your business to fellow members! Contact Chairs [Diana MarJip-Chuh](#) or [Massey Pitts](#) for more details.

BIRTHDAYS

September

Jeff Hill	3
Bill Herrin	4
Paul Nestor	4
Dave Geier	4
KishaLynn Elliott	6
John Alioto	7
Kathleen Pasulka-Brown	7
Joe Austin	7
John Lindholm	8
Paul Devermann	8
Bob Russell	8
Gene Trepte	8
Andy Liska	9

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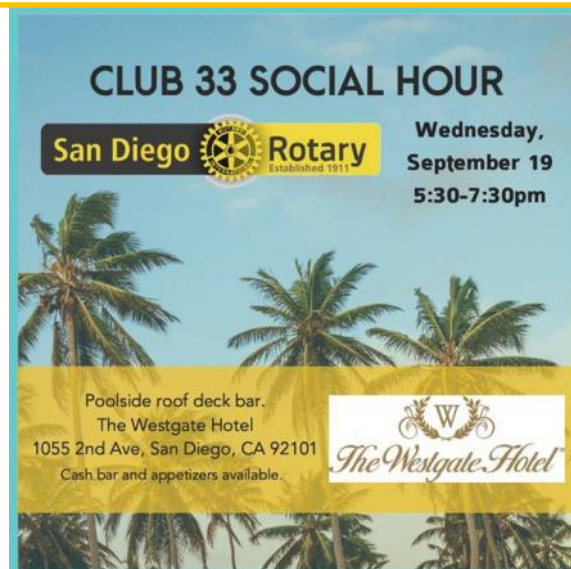
Two years ago, the dynamic duo offered to put up tent structures on the old Qualcomm site. They had lined up the food bank. Semptra Energy had offered to provide heaters. Helen Woodward Center agreed to feed and care for pets, animals that were family to the homeless.

Not too surprising, the City's response was NO. There was no insurance. It would make San Diego look like we have a Katrina here. City heels were firmly dug in. Then it was suggested that they use the old library. City's response was again NO. There were no sprinklers. The floor was uneven, not load bearing. Asbestos was a problem. Never came the response: *Lets look at this and see how we can be part of the solution.*

The Mayor was called, listened to all that Seidler and Shea had done, and starting resolving the problems. The bureaucrats came back with testing that was needed for air conditioning, plumbing, et al, for a total of \$5,000,000, which they asked for Seidler and Shea to pay. "Unbelievable!" (That is your editor speaking)

Seidler and Shea called a press conference at USD. The City took notice but wanted measurable goals and a 65% guarantee that the process would get 700 people into permanent housing. The best that could be achieved was 12/15%. Not good enough. The City/Council was more worried about headlines than lifelines. Councilmember Chris Ward did step up and is now working on these issues. Promises were made to help, yet to be kept. There is no sense of urgency. The process is taking too long. Perhaps we must shame our city leadership into action.

Join us for a very special Club 33 Social Hour at the **Westgate Hotel** rooftop/poolside bar, **Wednesday, September 19th for 5:30-7:30** for Happy Hour. Feel free to bring a guest!



CALENDAR

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

September

- 6** *Patti Roscoe and Scott McGaugh - USS Midway Museum*
- 13** *Captain Chris Cavanaugh, USN - Argentine Sub Rescue*
- 20** *Annual Mr./Mrs./Ms. San Diego Program*

GROTARIAN EVENTS

Elephant Odyssey Bridge Deck at the San Diego Zoo

Date: Tuesday, September 18
Time: 5:00 pm—7:00 pm
Cost: \$30 per person

Join the Grotarians for a roaring good time at the San Diego Zoo! We will walk across the new Canopy Bridge to a private lounge area. It is a 450 foot bridge that connects the two sides of the zoo. When you look down from the bridge, you will have a great view of the pandas. The fun continues at the private lounge area, where we will have a presentation and animal encounter while enjoying beverages and appetizers.

Space is limited therefore each member is limited to one guest.

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

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

Suzy Spafford, President ♦ Paul Devermann, Executive Director

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

2018 Ms. San Diego



*The Past Presidents of San Diego Rotary have proudly selected fellow member and
Past President,
Patti Roscoe
as the recipient of the
2018 Ms. San Diego Award*

*Please join us on September 20th at the
Liberty Station Conference Center to honor Patti for her passionate leadership and al-
truistic contributions that have made a lasting impact in our community.*

Congratulations, Patti!

MEMBERSHIP

The following applicants were recommended to the Board of Directors by the Membership Committee and will be approved for membership unless objections are received at the Rotary office by September 10:

- Dr. Pam Cosman - UCSD - “Education-UCSD Engineering”
- Jose Cruz - Barrio Logan College Institute - “Youth Organization-Barrio Logan College Institute”
- Janene McIntyre - McIntyre Group - “Law-Business Practice, Additional Active”
- Marinda Peugh - Cygnet Theatre - “Theatre-Cygnet”
- Kelly Smith - Point Loma Nazarene University - “Education-Private University Admin., Additional Active”
- Allyson Tutor - Capin Crouse - “Certified Public Accounting-Local, Additional Active”

Please welcome our newest members to the club:



Steve Snyder—“Museum-Science.” Steve is the President and CEO of the Reuben H. Fleet Science Center.

Steve is originally from New York City. He received his undergraduate degree in Physics from Carnegie Mellon and his graduate degree from Michigan State, where he also met his wife, Jennifer.

Steve and Jennifer fell in love with *real* bbq while living in Kansas City. You can now find them barbecuing in their backyard on most weekends. They have two sons, Ben (15) and Sam (13).

Steve would like you to know that as a trained physicist “he is often wrong, but never...ever...ever unsure!”

Doug Arbon, Jim Hughes and Betty Peabody were his sponsors.
Email: ssnyder@rhfleet.org



Ned Silver—“Retired-Pharmacist.”

Ned was in the pharmacy and pharmaceutical healthcare industry for over 40 years.

He is original from the East Coast (NY/NJ area). He met his wife Karla at Rutgers University where they were both attending pharmacy school. They moved to Los Angeles over 40 years ago where they raised their two sons. They have one grandson.

Ned and Karla moved to San Diego three years ago to retire and are absolutely loving the San Diego city life! Ned is currently serving on the Board for The Arc of San Diego, a non-profit for mentally and disabled children and adults.

Tom Cohen, Tom Vecchione and David Oates were his sponsors.
Email: nmsrx@aol.com

[You can find all of our new member profiles on our website.](#)

MILITARY AFFAIRS



MOSS ADAMS AIR SHOW OPEN HOUSE

The annual MCAS Miramar Airshow is coming up in late September and each year **Moss Adams hosts an Airshow Open House** as they have the BEST view from their office to watch the Blue Angels fly by! This year, Moss Adams is proud to host our military colleagues here at San Diego Rotary.

The goal of their event is to express their appreciation of our veteran and military community so they are extending an invitation to San Diego Rotary members with active or veteran military status.

The event will take place in the Moss Adams office on Friday, September 28th from 1:30 pm—5:00 pm. Their office is located on 4747 Executive Drive, Ste. 1300, San Diego 92121. Military guest speaker Kim Mitchell, CEO of Veteran's Village, will be there to share her story and that of Veteran's Village.

Refreshments and light appetizers will be served.

If you are a veteran or active military member and are interested in attending this event, please contact Military Affairs Committee Chair [Doug Taber](#) or committee member [LeAnne Stefl](#) for further details on how to register.

The Military Affairs Committee is also compiling a list of Club members that are Veterans for future outreach.

Please click this link to let us know if you are a veteran or active duty member.

<https://www.surveymonkey.com/r/ClubVeteranSurvey>

Thank you for your past service, support and participation.

TENNIS

Thank you to the Rotarians who participated in the Club 33 tennis event at Barnes Tennis Center on August 28. Our next round robin doubles competition will be either the week of Nov. 5 or 12. That should give you plenty of time to practice and join us next time!



Pictured left to right: **Bruce Doole, Dick Eger, Vern Aguirre, Bruce Hunt, John Pelle and Jim Groen.**

FACES IN OUR CROWD

Photos Courtesy of Paul Nestor



The Club honored our member and Past President, the late **Bert Wahlen**, with a eulogy delivered by **Michael Brunker**. President Suzy presented Bert's family (Bert Wahlen Jr., his wife Siri, and their son Rhys) with a frame that included Bert's name badge.

FACES IN OUR CROWD

Photos Courtesy of Paul Nestor



(Left) President Suzy with **Bill Lawrence** and his guests Bob Morris and Dr. Joel Day; (right) **Treacy Sommer, George Kaplan, Randal Densley, Jim Groen**, with guests Denise Price and Debbie Linder.



Guests speakers Dan Shea (left) and Peter Seidler (right).



(Left) **Rob Strasberg** talks with **Malin Burnham** and Dan Novak; (right) **Dan Amaro** with guests Do Nguyen and Kham Le.