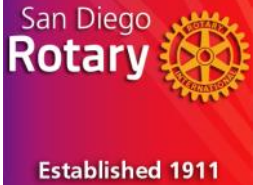


THE ROTATOR

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SAN DIEGO ROTARY CLUB

The 411 On Startups



Camille Newbern
Editor

Longtime member and past president **Tom Vecchione** opened with a memory only slightly less ancient than the urn from the Keats' ode of which he quoted. (Apologies, Tom, I couldn't help myself.) A med school dropout, John Keats left in pursuit of everlasting beauty. In contrast, on Dr. Vecchione's first day of med school, his professor reminded the student doctors that they were going to do something more important than some old vase. As physicians, they would change lives by offering hope, relief and, through their research, had the potential to help not only their patients, but future generations, as well. Sounds a lot like the work of Rotarians, don't you think?

Thank you to **Sue Goldstein** of San Diego Sexual Medicine for sponsoring our News, presented by **Stan Lawrence**.

President Suzy Spafford's weekly Art Moment was a hat tip to innovation and the forward-thinking nature of our panel of speakers. But, I'll get to them in a minute. Remember when a printer slowly chugged out grainy black type on a white sheet? Yeah, me neither. (I assume there were printers even more antiquated before that, but hey, I'm just a YoPro...I probably wasn't born yet.) Because, as Suzy so deftly demonstrated, 2D printing is so last century. Nowadays, artists like Joshua Harker are upsetting our preconceived notion of art through 3D printing, literally fusing nylon and glass to create sculptural works via the printer. Wild stuff. Even makes me feel kinda old.

Blame **Wendy Urushima-Conn** if your waistband felt a little snugger after lunch. Wendy assured us that "a moment on the lips, a lifetime on the hips" didn't apply to the cupcakes decorating the tables. But, alas, her promise came with a catch- the calories would not count, so long as we join her on [Sharon's Ride.Walk.Run](#), the Epilepsy Foundation's annual 5K on Sunday, March 31. A cause close to her heart, Wendy's eldest daughter was recently diagnosed with epilepsy, inciting Wendy's career change to executive director of the foundation. All are invited to attend.

Club 33 wunderkind **Daniel Amaro**

reminded us that it is easier to invite potential new recruits to the March 21 Prospective Member Reception than is to grow your own. I don't know about all that. Was it really all that tough, **Will Newbern**? (Just kidding, Pops. Please don't answer that!) In all seriousness, of the countless incredible things my father has done for me, one of the best things he ever did was invite me to join him at Rotary. So whether you grew them at home or let someone else do the pruning, if you know a worthy candidate, invite them to the reception. We all have the potential to change someone's life by giving the gift of Rotary.

No sooner had Chair of the Day **Michelle Candland** advised us to silence our phones, lest we suffer a hefty fine, did her iPhone begin to chime. Staged or not, we thank you Michelle for the reminder, as well as your \$500.

People often balk at the cost of a Club 33 lunch. Well, bargain-hunters were thrilled to realize they got three speakers for the price of one in Thursday's panel. The topic du jour? "STARTUPS: A BUSINESS MODEL OR A FAD? Why Should We Care?" My first response? No clue. Luckily, the diverse trio offered answers to those questions and more.

We were joined by the SD Union Tribune Senior Reporter Brittany Meiling, whose beat is startups, tech and biotech, Cathy Pucher, Executive Director of SDSU's Zahn Innovation Platform Launchpad, and Neal Bloom, a well-known serial entrepreneur and chairman of Startup San Diego and the founder of the popular local blog Fresh Brewed Tech. They kicked off the discussion by telling us what exactly startups are and are not. (Thank goodness or this would have been a blind narrative.)

The three collectively agreed on the following- though the terms often get confused, the term startup is not interchangeable with that of small business. Startups have the potential for rapid growth, are backed by strategic investors or venture capitalists and there is usually an end in sight. They typically work on life-changing, impactful issues. And why should we care?

Continued on page 2

Next Meeting

**Next Meeting:
March 14**

Annual Camp Enterprise

Kickoff Program

Keynote Speaker:

Martin Cooper

We'll once again welcome 90 high school juniors who will be participating in our 44th annual three-day program in Julian. This life-changing experience is one of our signature service projects and a staple of San Diego Rotary since 1976. Come out to greet these fantastic students and show them your support!

Our guest speaker will be Martin Cooper, the American Engineer who was the pioneer in the wireless communications industry, especially in radio spectrum management (with 11 patents in the field) and invented the first handheld cellular mobile phone.

While at Motorola in the 1970s, Cooper invented the first handheld cellular mobile phone (distinct from the car phone) in 1973 and led the team that developed it and brought it to market in 1983. He is considered the "father of the (handheld) cell phone" and is also the first person in history to make a handheld cellular phone call in public.



Michael Anderson
Chair of the Day

QUICK BITS

PROJECT ALLOCATION APPLICATIONS ARE DUE ON MARCH 15! [Click here](#) to complete the online application. If you have any questions, please contact [Paul](#) at the Rotary office, or PAC Chair [Mike Caruso](#).



CLUB 33 GOLF— FINAL ROUND

Our final round will be held on April 5th at San Diego Country Club. [Click here](#) for more details and how to register.



Thursday, April 4 is Picture Day for the 2019-20 Member Directory.

This will be your one and only opportunity to have a new professional photo taken for the roster. Our photographer will be available before and after our meeting.

BIRTHDAYS


March

Michael Anderson	11
Kathy Koenig	12
Mary Zoeller	12
Wendy Urushima-Conn	13
Jere With	14
Art Rivkin	15

The 411 On Startups *Continued from page 1*

In terms of biotech, San Diego is a mature community. In the software world, we have yet to see the same level of success. But Brittany predicted a shift in the very new future, seeing that there has been a massive increase locally in venture funding earmarked towards software in the last three months alone. The millennials have been raised on a diet of Shark Tank and the internet, where anyone can be an entrepreneur. They understand the potential of the startup. Though San Diego may be a little late to the software game, we do have a lot to offer the startup world. We have a tight, collaborative ecosystem, a unique relationship with the Tijuana tech community, not to mention we are only an hour flight from tech-hub San Francisco, but with better weather.

At the close of the meeting, all of Club 33 sent their love and well-wishes to beloved member, **Dick Troncone**.



Prospective Member Reception

*Share the Gift
of Rotary*

You and your prospective member are invited to a pre-lunch reception for an opportunity to meet with fellow Rotarians and Board Members. Bring one (or more) guests that are interested in learning more about Rotary.

When: Thursday, March 21
Time: 11:30 in Lobby L

**REGISTRATION IS REQUIRED
BY A CLUB 33 MEMBER**

The club will pay for your guest's lunch

**March 21 Speaker: San Diego Padres
Chairman, Ron Fowler**

[CLICK HERE TO REGISTER YOUR GUEST](#)

CALENDAR

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

March

14 Camp Enterprise Kickoff

21 Ron Fowler - San Diego Padres

28 Dr. Ben Maxwell, Inpatient Psychiatry, Rady Children's Hospital

GROTARIAN EVENTS

Scripps Memorial Hospital La Jolla (Schaetzel Center, Great Hall)

March 26 at 5:30 pm
9890 Genesee Avenue, La Jolla
Cost: \$15 per person

We will have an exclusive medical briefing and tour of Scripps Memorial Hospital La Jolla with its chief operations executive, Cindy Steckel, PhD, RN, and several of her esteemed colleagues. Together, they will present on aspects of its almost 100-year history and showcase select areas of excellence, including Scripps MD Anderson Cancer Center, Prebys Cardiovascular Institute and Barbey Family Emergency and Trauma Center. Tours of "Prebys" and "Barbey" will immediately follow.

A lovely Charcuterie board along with wine and beverages will be served. Complimentary parking vouchers will be available to guests.

[Click here to register](#)

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

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FACES IN OUR CROWD

Photos courtesy of Paul Nestor and Lisa Miller



(Left) Inspirational Moment presenter Dr. Tom Vecchione referenced a special quote by famous poet John Keats, “A thing of beauty is a joy forever”; (right) Congratulations to Wendy Urushima-Conn on her new position as Executive Director for the Epilepsy Foundation.



Our expert panel on Startups: (From left) Chair of the Day Michelle Candland, Brittany Meiling, Neal Bloom and Cathy Pucher.



President Suzy closed the meeting with a special heartfelt message for fellow Rotarian Dick Troncone, and asked the audience to stand and show him their love and support. The message was video recorded and will be shown to Dick.