

On the Journey of Healing



Patti Roscoe
Editor

President David got through his first meeting last week in fine style. Let's see how he fairs today, as he also performs duties as Chair of the Day and sponsors The News. We were called to order on time. Good start!

Comic-Con is upon San Diego, with its colorful cast of characters and massive economic impact to our city – and a commitment to stay thru 2024. Where else can one view a fully costumed Darth Vader or Green Lantern quietly waiting at a Pacific beach bus stop, noshing on a baloney sandwich. As Prez Dave gazed out at our club, he said in his mind all the real Superheroes were sitting right in front of him.

During a family outing, **Laurie Coskey** listened to two cousins arguing about a childhood spat from 45 years ago that erupts at every family event. Her advice to them and anyone in a similar circumstance... “get over it” and “let it go.” Life is too short and too precious to hold silly grudges, especially ones the opposing parties most likely cannot remember the genesis.

Thanks to **Debbie Day** and Bryan Verhoye for leading us in honoring our country. Thanks to Rotary for keeping this ritual alive and well. **Mark Burgess** gave us the News update.

Last week, we contributed to our club's Presidential Grant program, the monies of which will be used to combat human trafficking in San Diego County. You generously contributed over \$51,000 that is now available to train 100 front-line teachers in recognizing targeted children. Children as young as in the 3rd grade. If you couldn't help last week, call the Rotary Office with your pledge.

Prez Dave went on to thank **Scott McClendon** for his \$10,000 donation to the Atiak Hospital, bringing the total thus far to \$105,000. A special thanks to **Pat Caughey** for his pro bono landscape design work for the hospital

One of our Board's tasks this year is to create a template of information on what Club 33 is, what it means to us, and to the communities it serves. A small task force has been working on this project. **Price Adams**, of Nuffer, Smith, Tuffer, explained

our new positioning statement: *San Diego Rotary provides members unmatched opportunities to drive meaningful change at home and around the world.* The template focuses on our People, Programs, and Projects and our ability to communicate the impact we make here and around the world. This will be an invaluable tool in general conversations, but extremely important when bringing a new member to a meeting, a happy hour, meet & greet, as a volunteer on one of our projects – or just for use as your elevator speech. [\(You can find this information on pages 4 & 5\)](#) Thank you to Price for her talent and her hard work (pro bono!) on this project.

Today's visiting Rotarian enjoyed receiving a nice bottle of California red from Prez Dave. The Newport, RI, visitor is serving his third term as president of his club. Perhaps a second bottle might have helped!

One of Club 33's long-time educational partnerships is with Herbert Hoover HS. PP **Paul Hartley, Jr** (2001-02) was a tireless Cardinal alum and supporter. Your editor still sees him donning his iconic Cardinal red cap. **David Kvendru**, chair of the Interact-Hoover HS Committee, introduced us to the class of 2022 today. Thanks to Price Philanthropies for their largess in donating \$700,000, monies used for much-needed programs at Hoover. We learned about Julio, who as a freshman, started with a 1.4 GPA, an academic hole he wasn't sure he could climb through. With the help of his teachers, his family, Interact teammates, Club 33 Rotarians, and hard work on his part, Julio is now entering his senior year with a 3.4GPA and evaluating colleges for next year. Way to go, Julio!!!

On Friday, 13 November 2015, an unthinkable thing happened in Paris – a series of ISIS terrorist attacks. One struck during an American rock and roll band concert at Le Bataclan Theatre, taking the lives of 89 people and wounding over 300. Terrorists, wielding automatic rifles, grenades, and suicide vests, stormed the unsuspecting audience. Two other attacks in Paris that night killed a total of 129 people. Our guest speaker, Ferry Zandvliet, was among the 1,500 concertgoers' survivors at the theatre.

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Next Meeting

**Next Meeting:
July 25**

**SDYS's
International Youth
Symphony**

Entering its 15th year, the annual International Youth Symphony is a partnership program between the San Diego Youth Symphony and Rotary District 5340 International Youth Exchange. It brings musicians from across the globe together with SDYS' most advanced musicians for a two-week intensive music experience.

This summer, twenty-four international musicians representing ten countries will join SDYS students to create a unique orchestra, comprised of exceptionally talented student musicians led by SDYS Music Director Jeff Edmons for two weeks of rehearsals and a variety of recitals and concerts in the community.

A total of over 40 talented young musicians will be joining us...do not miss it!



**Chair of the Day
Greg Zinser**

QUICK BITS



Our **2019-2020 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.

BIRTHDAYS

	July
Suzy Spafford	23
Denis Vanier	23
Craig Evanco	23
Troy Wilson	23
Courtney Liddy	24
Ricardo da Rosa	26
Jim Kidrick	26
Ellis Smith	26
Julia Holladay	28

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Ferry's homeland is the Netherlands. For him and many, this was a life-changing event from which he still suffers chronic insomnia, hyper-alertness, anxiety and serious PTSS from his "night from hell."

Ferry is in his early 40's but remembers those few days with vivid alacrity. When asked if he ever watches other terrorist attacks that happen on a regular basis around the globe, he responded no. He's working hard on his PTSD and those visuals would bring memories flooding back. When asked how he escaped, he said his brain went into a reptilian mode; one of a primal need to find a safe place. He crawled over bodies to get out of the building and helped other when he could. Once on the street, a total stranger offered him shelter in her home, which he gratefully accepted. The borders were closed, so his options were limited. Plus, no one knew how many more attacks could occur at any time.

Ferry decided he wanted to meet the father of one of the bombers, and he did. He formed a friendship with the old man. In their first encounter, Ferry realized they were both refugees, but from different sides of the disaster. The father, a simple man whose own son had blown himself up the night of the attacks, could not grasp what had happened. Ferry developed an intense kinship with this man and could feel the healing helping him. On a negative side, Ferry received death threats because others felt he should not be consorting with a person they considered an "enemy." Ferry downplayed those because he knew this relationship was part of his healing process.

Ferry has gone through extensive counseling and knows telling his story is a form of healing, but also a way to let others hear how fragile life can be. This terrifying ordeal has made him a much softer and happier person than he could have ever imagined. He feels it was a setback, just like everyone had setbacks. He's channeled his anger into his own spiritual journey and enrichment of his life. Ferry now is on the speaking circuit. Club 33 being his largest audience to date. His toughest questions come from kids, who know no boundaries. He surrounds himself with positive, friendly people, and there is a warm and palpable inner calm about him. What a privilege to hear his story. Let's end with his own words...

"I have started a support group for victims of terrorism in the Netherlands; have taken steps to improve the treatment of victims (something that was not there for us at the time) and am sharing this story. This has grown naturally. Talking about what happened gave me much support in terms of processing my emotions in the beginning. I hope that people realize that it is senseless to give in to fear and anger through my story; you end up limiting yourself... I should know!"

CALENDAR

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

July

25 SDYS's International Youth Symphony

August

1 Dr. Peter Hanson-Stem Cell Research

8 Bob Brewer-US Attorney for Southern District of CA

GROTARIAN EVENT

RED BADGERS-SAVE THE DATE!

Our annual POOLSIDE CHAT will be held on Tuesday, August 27, from 5-7pm. (Cost: free)

Please come and learn more about Club 33 and our Committees (and satisfy one of your permanent badge requirements!) as we enjoy some fellowship on a nice summer evening! 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. Food and beverages will be provided.

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

**Location: Residence of Mike Conner and Judy Thompson
3544 Fenelon St., SD 92106**

[Click here to sign up](#)

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



(Left) Laurie Coskey's Inspirational Moment was about "letting go"; (right) Price Adams talked about the club's new PR and marketing messaging.



(Left) Guest speaker Ferry Zandvliet shared his very personal story on how he coped with the aftermath of the terrorist attack; (right) thank you to **Paul Devermann** and his family for hosting Ferry during his visit to San Diego.



(Left) The new Hoover Interact class of 2022 joined us; (right) and had a private Q&A session with Ferry after the program.

San Diego



Rotary
Established 1911

POSITIONING STATEMENT: *THE DESIRED PERCEPTION*

San Diego Rotary provides members unmatched opportunities to drive meaningful change at home and around the world.

PRIMARY MESSAGES: *WHAT WE SAY*

PEOPLE	PROGRAMS	PROJECTS
<ul style="list-style-type: none">• As the fourth largest Rotary Club in the world, members connect with more than 500 San Diego civic and business leaders, while leveraging their collective passion to help communities at home and around the world.• Membership in San Diego Rotary allows individuals to build personal and professional goals, while also contributing to meaningful solutions.• Members of all ages, backgrounds and business sectors create a rich network of passionate individuals that fuel weekly programs and drive our impactful community projects.	<ul style="list-style-type: none">• The club's weekly lunch programs are the glue that unites our membership, bringing them together for an hour of education, inspiration and entertainment.• Featuring notable speakers — from U.S. presidents and artists to sports legends and subject-matter experts — members get access to relevant, behind-the-scenes discussions with decision-makers who shape our region.• With hundreds of members in attendance each week, the program provides a touch point to build relationships and work together on projects important in communities at home and around the world.	<ul style="list-style-type: none">• Guided by our belief in the Rotary's 'service above self' motto, our members have a vision of what's possible in our neighborhoods and around the globe and the passion to mobilize our club to take action.• Through our local foundation, San Diego Rotary is able fund more than \$350,000 a year in grants to complete special projects and activates more than 30 member-driven committees with a specific community focus.• From scholarships and student mentorship programs to cross-border humanity projects and a Ugandan hospital, our projects are supported by member donations to the foundation and hands-on volunteer hours.

AUDIENCE-SPECIFIC MESSAGES

POTENTIAL MEMBERS	DONORS
<ul style="list-style-type: none">• San Diego Rotary offers a Young Professionals Program for Rotarians under the age of 40 providing flexibility for the time and financial commitments of membership.• Prospective members can test drive the membership experience by attending any of our weekly meetings to hear more about how San Diego Rotary’s focus on people, programs and projects can fulfill personal goals.	<ul style="list-style-type: none">• The San Diego Rotary Foundation is the engine that drives our meaningful work in the community and around the globe.• Club members financially support and tactically execute our project work through the foundation, which means decisions are driven locally by our club membership and directed to the needs we see in the San Diego community and around the globe.• With more than 95% of funds going directly to project work, donations to the foundation are an impactful way to drive change.

HOW TO USE THE MESSAGING FRAMEWORK:

- Understand the critical concepts and put them in your own words.
- Don’t feel you need to use them verbatim, but that’s OK.
- Storytelling: Identify personal experiences in advance that illustrate the key concepts.
- Always include a call-to-action: “Would you like to be my guest at an upcoming meeting?”