

Reimagining Boundaries



Tom Gable
Editor

Club 33 was off to a fast start. Absent a head table on stage to make room for our guest speaker, we saw a well-timed parade up the stairs to the podium. **Doug Taber** inspired; **Debbie Day** and **Larry Showley** got us in a patriotic mood with the pledge and *America the Beautiful*; News by **Whitney Skala**, sponsored

by **Pat Caughey** of Wimmer Yamada & Caughey; and a self-introduction by new member, **Kevin Popovic**.

President David, “with great anticipation and some hesitation,” introduced **Paul Nestor**, Chair of the Day. Paul welcomed our visiting Rotarians and then introduced our guest speaker, Gabor George Burt, a consultant on how to transform businesses and author of *Slingshot*, his formulas and processes for “Re-Imagining the Boundaries of Your Business.”

Burt has a bachelor’s degree in psychology from Amherst College and an MBA in international business from INSEAD, France. He championed “blue ocean strategy” for 10 years before creating his Slingshot Framework, which he says can help individuals and organizations overstep perceived limitations in pursuit of high growth, expanded relevance, and strong customer attachment.

He said creativity and imagination are the heart of the approach to business transformation. He cited an IBM survey, which ranked creativity as the No. 1 quality desired by CEOs in looking for successful new executives. The challenge: how to harness their creativity?

Burt noted that only a few companies can succeed in launching into the blue ocean; people don’t want to leave their comfort zones. In the Slingshot framework, he reimagined boundaries at three levels:

Blue lake -- Refresh and optimize when you are doing.

Blue sea -- Expand.

Blue ocean -- Create a new value proposition in a space that hasn’t existed.

He quoted Steve Denning of Forbes Magazine, who stressed that creating ways to delight your customer are keys to success.

“Use your imagination from the perspective of the customer,” Burt counseled.

He posed five questions for the audience to test their limitations and guessed few people would get three correct: What business are you in? Who are your most important competitors? What is the starting and stopping point of a typical customer’s experience cycle with your offering? What should be the goal of innovation? And on a scale of 1 to 10, how closely linked is customer satisfaction to your future success?

There are no starting and stopping points. Relationships are ongoing. Find what pains them and help with the transformation to points of joy, which will get their attention and their affection.

“You want to charm and delight your customers!” he said as he moved from one side of the stage to the other, speaking to different parts of the audience.

But a majority of companies fail at this. He cited research documenting that 51 percent of customers switch companies during the year because of bad experiences and frustrations, including: having to contact company multiple times for same reason; waiting too long for a response; company doesn’t make it easy to do business with the; and the company promises one thing and delivers another.

“There is no such thing as a perfectly and continuously happy customer,” said Burt, and stressed the need to infatuate your target audiences and be emotionally connected. “Multiply their joys and divide their pains,” he said. “Success comes from improving relationships with customers.”

“How do you occupy a piece of their heart?” he asked.

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Next Meeting

**Next Meeting:
September 19**

**Presenting
Mr. San Diego
Michael Brunker**



The Past Presidents of San Diego Rotary have proudly selected Michael Brunker as this year’s Mr. San Diego. Join us as we honor Michael for his many contributions to our city and the for the lasting impact his leadership has made in our community.



San Diego Rotary has been honoring a deserving San Diegan since 1952. Each year, an individual or individuals are selected that have contributed outstanding community betterment to the region in various ways.

QUICK BITS

Reimagining Boundaries *continued from page 1*

CALENDAR



Burt listed three key components in his process: Learn to identify pain points and turn them into points of delight and infatuation; continuously stretch the definition of what you do to discover new market spaces of expanded relevance; and embrace the innovation shortcut (simply unlock powerful, new combinations of existing components).

Burt said the approach is not limited to any industry or levels of maturation. He urged everyone to take aim, launch and repeat, reimagining our values.

During the Q&A, **Natasha Josefowitz**, poet laureate of Club 33, (and who also knew Burt since he was in diapers,) asked if one could ever relax their position and be in that “arrival place”, being happy where you are?

“Yes,” Burt said, “once you arrive, it’s a wonderful way of being,” which typifies many members of Club 33, what they have achieved and where they are in life. Which includes having their own successes in blue ocean strategies at the helms of different organizations and winning boats in thousands of regattas!

MEMBERSHIP

Please welcome our newest member to the club:



Kevin Popovic—“Consultant-Strategy and Communication.” Kevin is the Creative Consultant and Chief Strategy Officer for The Idea Guy, helping people create new ideas through speaking, workshops, training and consulting.

Kevin is from Crescent Township, Pennsylvania, and comes from a Serbian and Croatian family. He values family and friends the most, especially those that helped shape him into who he is today. He considers President David, who he has known for 12 years, one of those friends.

Mark Burgess, David Oates and Michael Gordon were his sponsors. Email: kp@theideaguy.us

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

September

19 Mr. San Diego Program

26 Rocky Long-SDSU Football Coach

October

3 Don Buchheit-Human Trafficking Awareness

GROTARIAN EVENT



David's Harp Foundation Studio - October 22
5:30 pm - 7:30 pm Cost: \$25

Located inside Moniker Warehouse in Downtown San Diego's East Village community, is a state-of-the-art production facility where “at-risk” youth can trade their improved school grades for recording studio time. The David's Harp Foundation uses the platform of music and media production to build mentoring relationships with teens that help them to succeed in life. Mix, mingle and learn more about how music is changing lives and providing opportunities to youth in our community.

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

BIRTHDAYS

September

Janessa Goldbeck	17
Richard Ledford	17
Pam Luster	18
Rick Gulley	19
Bill Lawrence	19
Rob Canton	20
Paul Van Roon	21
Richard Coutts	22

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

David Oates, 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 ♦ website: <http://www.sandiegorotary.club>

YOUTH CERTIFICATION REQUIREMENTS

San Diego Rotary has over 50 Committees. Of those, one half are involved, in one way or another, and at one time or another, with YOUTH in our community!

Because so many members of our Club have committed themselves, together with other family members and friends, to volunteering their time and talents through involvement with youth, **Rotary International's and District 5340's Youth Protection Policies and Processes** take on considerable significance. Through the course of our members' service in our local communities and neighborhoods, and by entrusting a young person to our care and supervision in safeguarding them from suffering emotional, mental or physical harm, youth protection is of the highest priority!



[This information sheet](#) includes a list of our Club's committees which require the "CERTIFICATION" of any Club 33 members, family members or friends, who could be involved with youth through the course of their committee service. The information also explains the process for completing the application, including undergoing a background check, and training and testing for becoming compliant with current Youth Protection policies. You must complete all 3 requirements in order to become certified. In support of our Club's efforts regarding certification, the District will maintain an electronic file of all applications received, background checks conducted and training completed.

Certification expires 2 years from the background clearance date, with the exception of Youth Exchange hosts, who must renew annually.

I would request that all **youth service committee chairs listed on the information sheet** thoroughly review the [Youth Protection Policy](#) and the [Youth Protection FAQs](#) to insure that every participant on your committee is properly certified in accordance with the latest requirements. **We will be holding a meeting on Thursday, Sept 19 after our program so that we can address any questions you may have.**



Please feel free to contact me with any questions and I'll do my best to either give or get an answer to you just as promptly as possible. You can also find all of certification information on the District's website here <https://rotary5340.org/sitepage/youth-protection/youth-certification>. Your cooperation is imperative and deeply appreciated.

Thank you very much!

[Larry Hoeksema](#)
Chair-Youth Protection
larryh@mosherdrew.com

FACES IN OUR CROWD

Photos courtesy of Paul Nestor



(Left) Past President **George Gildred**, Past President **Gary Nelson**, Past President **Don Tartre**, **Hal Sadler**, **Betty Peabody**, **Steve Oggel**, **Jean Young**, Kathleen Cochrane and **Bob Witty**; (right) **Trevor Blair**, guest **Stephanie Kiesel**, **Wendy McKinney** and guest **Roger Graham**.



(Left) Guest speaker Gabor George Burt; (center) with family friend Natasha Josefowitz; (right) President David welcomes long-time friend Kevin Popovic into the club, who proudly wears his new Club 33 hat.



(Left) President David's expression gives away his feelings about having to wear *that* hat again; (right) Gabor Burt chats with San Diego Unified Superintendent **Cindy Marten**.