

In The Spirit Of Things



Tom Gable
Editor

Different types of spirits were everywhere for Club 33 this past Thursday, Halloween Day, with costumed Rotarians scaring their neighbors throughout the room and two distillers on stage touting locally made rums, gins, bourbons and other distilled beverages.

more like a fine bourbon, he said.

Geoff (a former commodore of Southwestern Yacht Club, our investigative reporter learned) likened the distillery scene to the early days of the craft beer industry in San Diego, with brewers experimenting with new styles, such as Stone with a hop-heavy beer. It took off, as did all the other India Pala Ale (IPA) style beers issued locally.

To start: the Inspirational Moment by **Richard Cox**; Pledge of Allegiance and *America the Beautiful*, led by the Club 33 Singers, accompanied by Bryan Verhoye; a Happy Birthday for **Natasha Josefowitz**; News by **Stan Lawrence**, sponsored by **Ben Wood**; an update on the Dec. 5 auction from **Kimberley Layton**; a call for holiday singers from **Solveig Deuprey**; new member, **Eric Beste** was introduced; and Chair of the Day, **Trevor Blair**, was honored as Rotarian of the Quarter for his many accomplishments for Club 33 (including his visiting of all 133 craft breweries in San Diego.)

Trevor touted his approach to “de-tox so he can re-tox,” before introducing our speakers: Bill Rogers, of [Liberty Call](#) distilling; and Geoff Longenecker, of [Seven Caves Spirits](#).

Geoff noted that he was a native of New Orleans and a recovering lawyer (your investigative reporter followed up to learn he went to Tulane, moved to San Diego after law school when he married a local girl, and began practicing estate and trust and contracts law).

His started his distillery, Seven Caves, in 2016 as a 2,000 square foot grain-to glass distillery and tasting room in Miramar. It specializes in small batch, barrel-aged rums using sugar and molasses sourced from a 100+ year old farm in Geoff’s home state, Louisiana. Seven Caves also produces gin distilled with fresh, local botanicals and takes care to use local and high quality ingredients whenever possible.

He outlined his approach to rum. Commercial rums get 25 to 50 grams of sugar added per bottle, which changes the flavor. Seven Caves doesn’t add sugar and the rum tastes

As with new beers, the challenges for local distillers are to get people to try the booze and it can’t be bad, Geoff said. He has purchased some expensive spirits from others and had to throw a lot of it away. “It has to be delicious,” he said.

Bill Rogers, a Coronado native, secured his craft spirits license in 2014. He named his firm Liberty Call Distilling to reflect his Navy connections the spirit of those who enjoyed having a liberty call – going ashore to have a good time. He has grown from 800 to 6,000 square feet in Spring Valley and makes some 20 different products, including private label spirits made for companies who sell all over the U.S.

His products include: San Diego County gin, spiced rum, white rum, old Ironside single malt whiskey, Constitution bourbon, special reserve small batch straight bourbon whiskey, and a special version in a sand curved bottle for \$89. He has hired a chef and does specialty dinners at his facility in Spring Valley, which includes a barrel house.

Liberty Call can sell directly to consumers, but the license limits it to three bottles per person per day and one cocktail. Not many people will come to Spring Valley for one cocktail, he noted. So he is working on plans to open a new facility in Barrio Logan with a full kitchen, which enables them to sell unlimited quantities. He has struggled with permitting for two years to get the new facility open, hopefully early next year. He said he could go on for two hours on how difficult it is to get licenses and permits for anything in San Diego, with a six-month approval process typical.

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Next Meeting

**Next Meeting:
November 7**

**Annual Salute to the
Military Program**

True Americans!

Many of them didn’t ask to leave their homes to fight on distant battlefields. Many didn’t even volunteer. They didn’t go to war because they loved fighting and they didn’t take extended vacations to far off lands out of enjoyment. Most importantly they didn’t separate themselves from their loved ones because distant makes the heart grow fonder. These were ordinary people who responded in extraordinary ways during extreme times throughout our nation’s history. These were the men and women of our Armed Services, Veterans. We must continue to recognize their achievements, commitment, and continuous support for the future generations but most importantly we must “KEEP THE FAITH”.

Our guest speaker will be Sergeant Major Ray McGinnis of the Wounded Warrior Battalion-West (Camp Pendleton).

The United States Marine Corps Wounded Warrior Regiment provides and enables assistance to wounded, ill and injured Marines, sailors attached to or in support of Marine units, and their family members in order to assist them as they return to duty or transition to civilian life.



**Chair of the Day
Doug Taber**

QUICK BITS

Join our 2019 Holiday Chorus !



It's time to think about the holiday season and what better way for you to get involved in the spirit of the season than by joining the Holiday Chorus for our annual Rotary Holiday Program. The program this year is on December 19 and we need your help to make it an experience to remember.

You don't have to be a music star or have any special training. If you love music and even enjoy just singing in your car or the shower, then we would like you to join us!

Rehearsals begin November 18, 5:30pm, at the Girl Scouts Florence Burnham Hall. Then we will have an additional 3 Monday night rehearsals and then a dress rehearsal on December 18. For more information, please contact [Solveig Deuprey](#). We look forward to singing with you this year!

Camp Enterprise Legacy Nominations are open!

Is there a High School Junior in your life? A son or daughter, niece or nephew, grand, close family friend? It's time to consider nominating them to attend Camp Enterprise March 19-21, 2020. Students headed into business or entrepreneurial careers will find Camp an particularly informative and rewarding experience. [Click here for the nomination form](#). Questions? Contact [Bridget Meckley](#) or [Christy White](#).

BIRTHDAYS

November

Lisa Miller	5
Linda Crogan	6
Nancy Laturno	8
Newt Pollock	10

Meetings: Every Thursday at Noon,
2600 Laning Road, San Diego, 92106

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In the Q&A session, Geoff and Bill said San Diego competes against Portland and Seattle for craft distilling glory. The biggest challenges are getting product placements in stores and restaurants. The big brands dominate, as evidenced by finding the same products in the same places on shelves in different supermarkets (pay for placement).

For those interest in sampling local spirits, Geoff and Bill mentioned the first San Diego Craft Distillers Guild Fest scheduled from 6 to 10 p.m. on Nov. 16 in Building 177 at Liberty Station. The event includes cocktail and spirit samples, appetizers from local restaurants, music from a jazz ensemble and a speakeasy VIP bar. Details on the event, featuring 20 craft distilleries, can be found here <https://sddistillersguildfest.com/>. Club 33 members can enter the promotional code SDRotary for 15% off the cost of tickets.

MEMBERSHIP

Please welcome our newest member to the club:



Eric Beste—"Law-Litigation Practice, Additional Active".
Eric is a litigation partner at Barnes & Thornburg LLP.

He is originally from Long Island, NY. He completed his undergraduate at the University of Pennsylvania and then attended Northwestern University Pritzker School of Law in Chicago, where he met his wife, Anne. They have been married for 23 years and have three children, one of whom is a sophomore at Northwestern.

Before going private, Eric spent the last 22 years of his career in public service. He started as a federal prosecutor for the US Department of Justice in D.C., then moved to San Diego to work for the US Attorney's Office, which is where he met his club sponsor and role model, **Roger Haines**.

Eric says he learned from Roger that "your persuasiveness is not in the volume of your voice, but in your credibility and conviction."

Roger Haines, **Walter Lam** and **Jeff Hill** were his sponsors. Email: ericjbeste@gmail.com

CALENDAR

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

November

7 Annual Salute to the Military Program

14 Capt. Timothy Barelli, USCG

21 Don Buchheit - Human Trafficking Prevention

GROTARIAN EVENT

Stay tuned for details for upcoming events:

Dec 3 - Christmas at the Timken

Jan 21 - Fireside Chat

Remember you can always find upcoming event details on our website at www.sandiegorotary.club and on our app.



You can download the free San Diego Rotary app on your phone and tablet from the App Store or Google Play. Just search "San Diego Rotary".

Liberty Station Conference Center,

AUCTION

A Special Thank You to our auction sponsors:

Manpower (Phil Blair & Mel Katz)
San Diego Foundation (Mark Stuart)
The Los Angeles Chargers (Kimberley Layton)
Barry Slatt Mortgage (Tom Cohen)

Additional sponsorships are available.

If you or your company are interested contact auction chair [Kimberley Layton](#).

SAVE THE DATE

Bid Big!
2019
Auction
San Diego Rotary
WE ARE EVERYWHERE

Mark your
calendars now for this year's
San Diego Rotary Foundation BID BIG! Auction!
Thursday, December 5th • 11:00 am • Liberty Station Conference Center

Great Auction Items including trips, hotel stays, theatre and sporting tickets, family oriented packages, excellent wine and so much more! And remember, your support for this year's BID BIG! Auction will directly impact those who need us in the community!

For more information or to provide an item to support Rotary's work in the community – Please contact Auction Chair, Kimberley Layton at (858) 232-0650 or Mary Radovan in the Rotary Office at (619) 299-3309.

Sponsored by



Not to worry if you missed Bring Your Wine to Rotary Day for the auction.

You can still bring your wine to a Thursday meeting or drop it off at the Rotary office by November 22nd.

All we ask is that the donation be a wine over \$25, or over 90 points. We will also accept other alcohols for those of you who prefer a different type of adult beverage! Thank you.

SENIOR SERVICES COMMITTEE

San Diego Rotary Club Senior Services Committee **ANNUAL WARM CLOTHES DRIVE** November 14, 2019

Donation Suggestions

(All Sizes)

MOST NEEDED (for both men & ladies)	OTHER SUGGESTIONS
Socks (white crew)	Gloves/mittens
Sweatpants	Beanies
Sweatshirt	Warm Neck Scarves
Plain T-shirts	Jackets/Coats
Plastic slippers (slides)	Bed Slippers
Twin Bed Sheet sets	Twin Blankets/Quilt
Laundry Soap <u>Pods</u> (bags or canisters)	Throw blankets

***Note: Please donate NEW items only
Bring your donations to our meeting at the
Liberty Station Conference Center***

This year's beneficiary organization is St. Paul's PACE (Program of All-Inclusive Care for the Elderly). The items will go to the Supportive Services Housing Program that serves formerly homeless seniors.



FACES IN OUR CROWD

Photos courtesy of Lisa Miller



(Left) Trevor Blair was awarded the Rotarian of the Quarter by President David (or Harry Potter); (right) Natasha Josefowitz celebrated her Halloween birthday with us.



Club 33 members got into the Halloween spirit!



(Left) Trevor Blair, guest speakers Bill Rogers and Geoff Longenecker, with Pres David; (right) thank you to the Club 33 Singers for the pre-lunch entertainment.