

Trash Talk



Deirdre Maloney
Editor

There may have been a moment of confusion when this week's meeting began with a rousing ring of the bell by...**President-Elect Chris Sichel**?! It turns out **President David** is everywhere...*except* sometimes at the Liberty Station Conference Center (but that's only when he's on important trips with his family. Missed you, David!).

Our very proficient prez-to-be first brought up **Mark Neville** for the Inspirational Moment...a touching story about a misunderstanding involving a 24-year-old boy, and a reminder to us all to be compassionate, respectful and non-judgmental. We then said the pledge and sang *God Bless America*, all rousing led by **Larry Hoeksema** and accompanied by Bryan Verhoye. **Ed Chaplin** then provided the latest news, sponsored by **Paul Hartley III** in honor of his beloved father Paul Hartley Jr. (who, during his Club 33 years, brought in 40 new members. Just saying.)

President-Elect Chris next welcomed our guests, then gave a round of kudos...first to **Cindy Marten** for her stellar program last week, and then to Brian Steffy and Illumina for hosting our recent Grotarian event. He also gave a "go get 'em, tiger" to **Captain Janessa Goldbeck**, who was recently endorsed by the UT in her bid for Congress. He also gave us plenty of time to mark our calendars for July 18, when Club 33 will be marching in the Pride Parade.

Doug Taber then had some 'splaining to do for littering up our tables with info on the "Terrible Ts" of property investing...and how to handle them. Want to learn more? Attend one of Doug's free workshops in March. Contact him to get registered (doug@dougtaber.com). (And while you're at it, thank him for offering to pay double the fine that was handed down to him!)

Next, our club was introduced to our newest member, **Fatema Jass**, whose primary sponsor is **Stan Hartman** (nicely done, Stan!). It was then time for the main event...a recycling program you couldn't "refuse" (see what I did there?).

Chair of the Day **Ron Oliver**, who retired from the waste and recycling business himself, had a very special gift for our

Arizonan Rotarian: a big old bag of trash. Ah, but that was easily disposed of in favor of his true gift, some nifty swag from the place where you can often find him volunteering these days: Balboa Park.

With no time to waste, Ron brought up our speaker, our own **Daniel Butler**, who works in Government and Municipal Relations at Waste Management, and who wanted to help us sort out the latest on all things recycling.

This, it turns out, is no easy task. Recycling is pretty complicated and includes a lot of steps, from us stuffing our blue bins, to trucks bringing it all to a sorting facility, to ships bringing the material to countries where it will be turned into new products.

While recycling used to be a pretty lucrative business, things changed in 2017 when China put into effect its National Sword Policy. This policy both decreased the amount of materials the U.S. could send, and lowered the amount of contamination allowed to around .5%. The result: a dramatic drop in the value of materials, an increase in cost, and a lot less incentive to get our recycling done right.

So, what can we do now to optimize our recycling in this country? Daniel says it all goes back to the basics. First, we need to remember what we learned in grade school - *Reduce, Reuse, Recycle*. This means we should only buy what we need, reuse it when we can, and rely on recycling as a last step.

And recycling isn't a given. To officially be considered recyclable, the material must be easily collected, be able to be sorted, and have an end-market to make a new product out of it. This more-challenging-than-we-think set of criteria means a lot of us are throwing things in the bin that aren't recyclable at all. (Note: Daniel called this "Wishcycling", which is when we think something *should* be recyclable and trust that the recycling folks will somehow "figure it out". Not so.)

This is why Daniel believes in simple messaging to help us recycle correctly, pointing to three steps: 1) recycle all empty plastic bottles, cans, paper and cardboard 2) keep food and liquids out of recycling and 3) empty recyclables *directly* into the bin

Next Meeting

**Next Meeting:
February 27, 2020**

**Paul Jablonski
CEO
San Diego Metropolitan
Transit System**

Housing crisis. Climate crisis. Congestion crisis. San Diego, suddenly, isn't so sunny. The solutions to all of these challenges have a nexus: transportation. And the region, for the first time since the advent of freeways, is looking to public transportation for help.

The San Diego Metropolitan Transit System generates 300,000 trips each weekday. But it could be a lot more with a bigger investment in its services. Learn about ElevateSD 2020, an initiative to increase funding for San Diego's transit system.



**Jim Fitzpatrick
Chair of the Day**

(NO plastic bags!).

As our group went into Q&A, we sadly had to face several more items on the NO recycle list. The diverse list included plastic utensils, any plastics numbered 3-7, shredded paper, those air pillows in our Amazon deliveries, grease-laden pizza boxes and wine bottles (sit quietly enough and you may still hear echoes of the collective groan on that one).

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QUICK BITS

2020-2021 Grant Applications are now available!

It is that time once again for the annual Club 33 Project Allocation process to begin. If you wish to submit a grant application for next fiscal year which begins July 1, [click here](#) to complete the online application.

Applications are due no later than March 15, but please submit applications as soon as possible. If you have any questions, please contact [Paul](#) at the Rotary office, or PAC Chair [Steve Coopersmith](#).

 Applications are now being accepted to serve as a facilitator at the next Rotary Youth Leadership Awards (RYLA) program scheduled for April 17th-19th in Idyllwild. Please visit ryla5340.org and click on the Facilitator tab to learn more about the program and to find an application. If you have any questions, contact our club member Paul van Roon at 619/980-2334 or paulvan-roon@icloud.com.

BIRTHDAYS

February

John Peelle	26
Terry Moore	26
Greg Zinser	26
John Ahlering	26
Don Kent	27
Aimal Laiq	28
Hernan Luis y Prado	28

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The good news is that new recycling policies, mandates and processes are currently underway, and we'll be hearing more soon. They just may mean we have to think and act a bit differently than we used to when it comes to recycling. We'll need to remember how much it matters to our future generations.

And that's no rubbish.

PS – To hear a few bars of the official *Reduce, Reuse, Recycle* song, see the splendid **Simona Valanciute**. She'll hook you up in grand style.

MEMBERSHIP

Please welcome our newest member to the club:



Fatema Jass— “Insurance-Private Client Services”. Fatema is a Producer and Sales Consultant for Crystal, Alliant Private Client.

She was born in Saudi Arabia. Her family moved to the US when she was 3 years old. They initially landed in Miami and while at the airport, her father

asked a complete stranger where his family should live. The reply was, “San Diego!” And within six months, Fatema and her family were here. (True story!)

Fatema attended school in Carmel Valley and graduated from SDSU. She has been working in the insurance industry for the last 10 years. She recently got married in Switzerland. A fun fact: the first time she ever played golf, she scored a hole-in-one. (Another true story!)

Stan Hartman, Chuck Pretto and David Oates were her sponsors.

Email: Fatema.Jass@alliant.com

CALENDAR

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

FEB

27 **Paul Jablonski-MTS**

MAR

5 **Sandy Kerl-SD County Water Authority**

12 **Program Pending**

19 **Camp Enterprise Kickoff**

GROTARIAN EVENT

Friday, April 24 - “Shiv” at Moxie Theatre Cost: \$35

We hope you will join us for a special Friday night Grotarian event at the Moxie Theatre. We will enjoy great food and wine, a tour of the theatre, a discussion with the actors, the author and production staff, and then enjoy a private showing of Shiv.

Shiv is an LA Times CRITIC'S CHOICE. Riffing on a modern-day incarnation of the goddess Shiva, this subtly crafted portrait of a Hindu immigrant girl's coming-of-age in her new American homeland shapes seemingly unrelated narrative fragments into a poetic, heart-breaking, often humorous and ultimately profound journey of self-discovery.

Schedule of events: 6pm – dining and tour

7pm – discussion with actors, author and production staff
8pm – private showing of Shiv

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

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

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FOUR WAY TEST SPEECH CONTEST

Feb 21—the Four-Way Test Speech Contest for 31 Hoover High students happened this evening at Price Charities. All of the Rotarians who mentored these students in preparation for tonight's contest were so proud of each and every one of the students and their presentations. Special thanks to Suzy Spafford, **Treacy Sommer** and Chris Sichel for taking on the very tough job of selecting the top four finalists that will move on the next level in the competition.



GROTARIAN EVENT AT ILLUMINA

Feb 18—Thank you to Brian Steffy at Illumina for putting together a wonderful and informative tour of the company.



FACES IN OUR CROWD

Photos courtesy of Lisa Miller



(Left) Chair of the Day Ron Oliver, guest speaker Daniel Butler, and President-Elect Chris Sichel; (right) members were delighted to get the annual visit from the Girl Scouts.



(Left) **Diane Bell** participated in our speaker's Q&A; (right) **Penny Robbins** and Janessa Goldbeck were spotted in our crowd.



Our Thursday lunches are not just for the programs, but an opportunity to catch up with fellow Rotarians and great friends!