



THE ROTATOR

ROTARY CLUB OF SAN DIEGO

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No. 8



Editor
Craig Nelson

The Jetsons

President Dick Troncone opened the meeting and introduced **Greg Pyke** for the inspirational moment, Robert Frost's "The Road Not Taken." **Steve Hubbard** led us in "America" accompanied by Joltin' **Joe Zakowski** on the ivories. The incomparable **Bert Wahlen** brought us another Club 33 History Minute and then got us up to speed on the news of the day, highlighted by Obama-care and a prognostication that the recession has hit bottom.

Past President **Stan Hartman** called for next year's Board nominations to be submitted to either him or Pauline. The election is right around the corner, folks. **Bink Cook** did the honors of presenting a Paul Harris Fellow to **Martha Dennis**. **James Buley** did a fine job of introducing himself as a new member, and included the fact that he is a 3rd generation Rotarian. Proud Papa Buley came all the way from New Hampshire to see his son inducted into Club 33.

Mr. Buley also raked in a bag of energy efficient devices showered upon him by Chair of the Day **Frank Urtasun**. After 28 years at Sempra, Frank knows where all the goodies are hidden and made it worth Mr. Buley's trip as the Rotarian from the farthest distance.

Frank gave a grand introduction of our speaker, Debra Reed – President and CEO of SDG&E. While

Ms. Reed has had an impressive string of accomplishments in her career, the focus of her talk was the future of energy. Driven by technology, Reed envisions more progress taking place in the field of energy in the next 10-20 years than over the previous 100 years.

There are already over 200 clean tech companies based in San Diego alone and some of the astronomical grants being provided under the stimulus package will ensure rapid growth in all of these technologies. Debra insinuated that, while rates weren't going down anytime soon, technology was going to allow the consumer the ability to manage their energy bills by managing usage toward off-peak hours.

SDG&E has already installed 50,000 "smart meters" in homes and is working its way up to 5,000 per week. The smart meters along with a partnership with Google will allow SDG&E customers to monitor and manage their energy from their iGoogle home page. Imagine managing your in-home appliances from your office, your car or your phone. Shutting them down during peak pricing hours and starting them back up as you make your evening commute. Can't remember if you turned off the oven after you've left on the family vacation? No worries; just switch it off via iGoogle. Very *Judy Jetson*; very Debra Reed and SDG&E.

NEXT MEETING

Thursday

August 27, 2009

Sheraton East

Harbor Island Ballroom

Jeff Moorad
Vice Chairman and CEO
San Diego Padres

One of the most recognizable names in professional sports, Jeff Moorad brings more than 25 years of sports industry experience to San Diego and the Padres.

The founder of Moorad Sports Management, Jeff began specializing in athlete representation in 1983, with his main focus on Major League Baseball. Moorad's reputation as a knowledgeable and respected negotiator has earned him a spot on *The Sporting News'* 100 Most Powerful People in Sports on eight occasions, as he helped revolutionize player representation.



Chair of the Day
Bruce Binkowski

QUICK BITS

HOUSEHOLD ITEMS NEEDED FOR SCHOLAR

We need to furnish an apartment for Club 33's visiting Ambassadorial Scholar from Tanzania. Items needed include a chest of drawers and a vacuum cleaner. Please contact Richard Coutts if you can help.

GROTARIAN EVENT

Please call the office for ticket information about Tues., Aug 25, 5 -7 PM for Body Worlds at the Natural History Museum with the Club 33 Grotarians.

DR. HOMER PEABODY HALL OF FAME INDUCTION

PP Homer Peabody will be honored posthumously on Sat., Aug. 29 when he joins the Class of 2009 SD Tennis Hall of Fame inductees. The free ceremony will be held at the Maureen Connolly Brinker Tennis Stadium, Balboa Tennis Club in Morley Field at 4 PM.

FOUNDATION SEMINAR

The D5340 Foundation Seminar is Sat., Sept. 12, 7:30 AM — 12:30 PM. Register at www.rotary5340.org.

Please Welcome...

James H. Buley, classification "Financial Planning – A.A.," introduced himself to Club 33 today. James is the President/Owner of Buley Wealth Management Group, a company that specializes in retirement distribution planning. He is a 16-year-resident of SD with his wife Lori and their children Chad and Kyra. They like sailing, boating and snow skiing. **Mike Morton, John Driscoll and Guy Maddox** are James' sponsors.

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THROUGH THE LOOKING GLASS



By *Bruce A. Hunt*
Executive Director

Why is Rotary membership so relevant in today's business and political climate? According to the 10th Annual Edelman Trust Barometer, trust in business

plummeted worldwide to a 10-year low at the end of 2008. Some 62 percent of "informed adults" aged 25 to 64 reported that they trusted businesses less than they had a year earlier. In the U.S., 77 percent became more distrustful.

Rotarian Herbert J. Taylor faced a similar situation in 1932 when he was asked to take charge of the Chicago-based Club Aluminum Company which was facing bankruptcy then. Herbert created the Four Way Test for his employees to follow in their business and professional lives. The survival of the company was credited to following this simple philosophy.

Many, if not most, of all the predicaments that our business and government leaders find themselves in could have been avoided or made better if they had followed the Four Way Test in all the things they had thought, said or done: Is it the TRUTH? Is it FAIR to all concerned? Will it build GOODWILL and BETTER FRIENDSHIPS? Will it be BENEFICIAL to all concerned?

As trust is rebuilt in the stock market, the housing market, the business schools, the CEOs of corporations, and the leaders in government, the first to recover will be those who can pass the Four Way Test. Is Rotary needed today? And how!



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CALENDAR

SEPTEMBER

- 3** *Camile Sobrian*
Wireless Life Sciences
Sheraton West
- 10** *Paul Steffans*
Armed Services YMCA
Sheraton East
- 17** *Mr. San Diego Award*
Steve Weber, SDSU
Guest Speaker
Sheraton East
- 24** *RADM. Gary Balaney*
Navy Seals
Sheraton East

COMMITTEE MEETINGS August 27

Development	Spinnaker 1
PR/Marketing	Marina 1
Wilson Tigers	Marina 5

BIRTHDAYS

Pat Caughey	Aug. 24
Burt Nestor	25
Bill Thaxton	27
Lou Spisto	27
Chuck Christensen	27
Jim Haugh	28
Susan Basinger	28
Tom Wilson	29
Mike Poynor	29
Doug Myers	30

Meetings: Every Thursday at Noon, Sheraton San Diego Hotel & Marina

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FACES IN THE CROWD AT THE CLUB 33 MEETING



Frank Urtasun



New member James Buley



Stan Hartman



Bink Cook & Martha Dennis



Joe Zakowski



Greg Pyke



Marc Tarasuck



Paul Hartley III in his dad's signature plaid jacket.



Bert Wahlen



Guest speaker Debra Reed