



# THE ROTATOR

## ROTARY CLUB OF SAN DIEGO

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No. 35



# Ambassador Shapiro

**Editor:**  
**Larry Clapper**

After President **Dick Troncone**

brought us to order, **James Buley**, a member since August 2009, inspired us with Vince Lombardi-isms. Accompanied by **Larry Showley** on the ivories, **Shelly Brocket** led us in God Bless America. Newsman **Bert Whalen** reminded us of what was happening in San Diego Rotary in 1974—"Time In a Bottle" led the hit parade, Club 33 had 400 members and people complained at the high price of gas—55 cents.

**Bonnie Schwartz, Mike Morton** and **Bruce Hunt** recently attended the Large Club Conference in Birmingham, AL. Club 33 is now the world's fourth largest Rotary Club behind Seattle, Birmingham and Oklahoma City. New members **Jason Burns**, sponsored by **Ed Ecker** and **Nick Macchione**, sponsored by **Bill Gore**, introduced themselves. Please see page 3 for their bios.

President Dick reminded us of the Rotary Walk on March 6. Please sign up on the club website. There will be some great prizes. **Jim Kitchen** introduced Jim Sterk, SDSU's new athletic director. Aztec fans are hopeful that he can continue the turnaround started by Brady Hoke in the football program. **Pauline Hill** announced that the Boy Scouts' food drive will be on March 11. Bring cans or packages of non-perishable food to our meeting that day. This year marks a century of Boy Scouting.

**Tom Gehring** asked for more Rotarians to suggest projects for Rotarians at Work Day on Saturday, April 24.

Click the RAW link in the lower right hand corner of our website. **Andy Liska** was fined for cluttering the tables with fliers for the 10th annual STAR/PAL Celebrity Waiter Luncheon, to take place on Friday, April 18. He's looking for auction items and for seat and table sponsorships.

Chair of the Day **George Gildred** introduced the visiting Rotarians, including one from Austria, who received a bottle of Chilean white wine for traveling the farthest distance from home. George then introduced our speaker, Ambassador Charles Shapiro, Senior Advisor for Economic Initiatives, Bureau of Western Hemisphere Affairs.

Ambassador Shapiro talked about poverty in Latin America and ways the United States is trying to improve the situation. Poverty is caused by bad governance, insecurity, forms of ownership, and history. On average, Latin Americans live on less than \$2 a day. Brazil, Chile, Peru, Costa Rica, and some other countries are doing better. People live better in the cities than in the countryside. Venezuela has major problems: it's oil revenues are falling, and it's run by Hugo Chavez, who verbally assaults just about everyone, and whose party is split.

Solutions for poverty are being tried in some countries with good success. A Mexican program, for example, gives payments to its poorest families. To get the money, the children have to go to school and mothers have to get training in basic health care.

See you next week!

## NEXT MEETING

Thurs., March 4, 2010

Sheraton East

Grande Ballroom

### "The Morality of War"

**Yaron Brook, Ph.D.**  
**President/Executive Director**  
**Ayn Rand Institute**

America's military response to 9/11 will soon eclipse Vietnam as our longest war, ever. What went wrong? Dr. Yaron Brook traces the problem to the moral ideas shaping Washington's war policy -- so-called Just War theory -- a view that is fundamentally adverse to our self-defense. To achieve victory, America needs a *different*, truly self-interested moral outlook -- one rooted in Ayn Rand's Objectivist philosophy.



Chair of the Day  
Kobe Bogaert

## QUICK BITS

### FOOD DRIVE

Club 33 will be taking part in the annual Scouting for Food Drive at our March 11 meeting. Please bring packages or cans of non-perishable food items to our meeting that day. Thank you.

### FUTURE EVENTS

Please be sure to sign up for these future events on our website, [www.rotary33.org](http://www.rotary33.org).

Mar. 6 Club 33 Walk

Mar. 25 Grotarian Sundowner

### LOOKING FOR A JOB OR NEEDING AN EMPLOYEE?

Take advantage of the Job Bank at [www.rotary5340.org](http://www.rotary5340.org) by clicking on Vocational Service in the left hand column. You can post a resume or a job listing and search for jobs or candidates. Good luck!

### BEQUEST SOCIETY

Please consider remembering Club 33 in your will. Thank you.

### JOIN CLUB 33 ON FACEBOOK

Become a fan of Club 33 on Facebook. Click on the link in the lower right hand corner of [www.rotary33.org](http://www.rotary33.org).



Jean Young offers her dessert to the highest bidder

## THROUGH THE LOOKING GLASS



By *Bruce A. Hunt*  
Executive Director

**What happened at the Rotary International Large Club Conference held Feb. 21-23 in Birmingham, AL?** President-elect

**Bonnie Schwartz**, Past President and LCC 2011 Chair **Mike Morton** and his wife Barbara and I attended the conference and we all experienced wonderful Rotary fellowship, Southern hospitality and educational meetings.

The purpose of the conference is to help prepare President-elects of large RI clubs for their year as club President and to share best practices from all the clubs about membership, planning, marketing/PR and development with the P-E's and Executive Directors. Club 33 hosts the LCC 2011 Feb. 9-11 so Bonnie, Mike and I were busier than usual taking notes so that we measure up to the Birmingham club's efforts because they did a great job.

We were each met by a Rotarian at the airport and transported to our hotel. Members of the Rotaract Club delivered our conference materials and a welcome gift to our hotel rooms. After a wonderful Southern meal, we were entertained by local musicians and singers in a jazz group, a piano recital, a gospel choir and the winner of the 2003 American Idol contest who is from Birmingham.

Our meeting sessions included presentations followed by break out groups so we could ask and answer questions about how our clubs handled specific procedures and processes. Our dinners the other two nights of the conference were prepared by national award winning chefs, one night in a restaurant and another in the homes of the Rotarians.

Bonnie, Mike and I split our time between conversations and meeting with other attendees and catch up sessions among the three of us to be sure that we were learning every thing we could about how to run a Large Club Conference. We concluded the Club 33 will have a very successful LCC in 2011 because we have great members and they will help us do it. Stand by for the call to assist!

*More Rotator on page 3*

## CALENDAR

### MARCH

11 *Gloria Penner*  
*Editor's Roundtable*  
*Sheraton West*

18 *Steve Weber &*  
*Marye Ann Fox*  
*CSU & UC Higher*  
*Education*  
*Sheraton East*

25 *Public Relations Society*  
*of America*  
*Sheraton West*

### COMMITTEE MEETINGS

**March 4**

Retention

Marina 5

## BIRTHDAYS

Janie Davis	Mar. 4
Gary Gould	6
Tom Day	7
Paul Zeigler	7
Kirk Jackson	7

**Rotarians at Work** projects are still needed for Saturday, April 24. Click on the Project Request link in the bottom right hand corner of [www.rotary33.org](http://www.rotary33.org)



Tom Gehring making a RAW pitch

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

Dick Troncone, President ♦ Bruce A. Hunt, Executive Director

Rotary Club of San Diego ♦ 2247 San Diego Avenue, Ste. 233, San Diego, CA 92110-2943

Phone: 619/299-3309 Fax: 619/299-3340 ♦ e-mail: [bruce@rotary33.org](mailto:bruce@rotary33.org) ♦ website: <http://www.rotary33.org>

## FACES IN THE CROWD AT THE CLUB 33 MEETING



*Andy Liska earns his fine for the STAR/PAL  
10th Annual Celebrity Waiter Luncheon*



*George Gildred, Ambassador Charles Shapiro,  
President Dick Troncone*



*Front: Don Starkey, Jr. and Sandy McBrayer; back: Tom  
Karlo and Tom Gehring with visitors from Garfield High*



*Shelly Brockett  
leads us in song*



*James Buley imparts the  
Inspirational Moment*

### **Please welcome...**

**Jason Burns**, "Healthcare-Surgical Centers," introduced himself to Club 33 today. Jason is CFO of Surgery One and Founder/CEO of Profits 4 Purpose. Surgery One manages outpatient surgery centers and Profits 4 Purpose does software solution to assist in corporate philanthropy. He is a 12-year resident of San Diego and enjoys golf, tennis and mountain/road cycling with his wife Tara. **Ed Ecker, Steve Bond and Paul Byrne** are his sponsors.

(B) 760.861.4042 (F) 858.228.5573

(E) [jason@profits4purpose.com](mailto:jason@profits4purpose.com)



### **Please welcome...**

**Nick Macchione**, FACHE, "County Government-Health & Human Services," also introduced himself to Club 33 today. Nick is Director and Deputy Chief Administrative Officer of Health & Human Services Agency, County of San Diego. He is a 12-year resident of San Diego who enjoys camping, hiking, and travel with his wife Lisa and their two kids. **Bill Gore, Sandy McBrayer and Richard Ledford** are his sponsors. (B) 619.515.6545 (F) 619.515.6556

(E) [nick.macchione@sdcountry.ca.gov](mailto:nick.macchione@sdcountry.ca.gov)



## MORE FACES IN THE CROWD AT THE CLUB 33 MEETING



*Joyce Gattas, SDSU AD Jim Sterk, Jim Kitchen, Patti Roscoe, Ben Clay*



*Front: Jean Young, Michelle Candland, Sandi Cottrell; back: Jenni Prisk, Vern Aguirre, Pauline Hill, Lisa Miller, Joan Friedenber*

## SAN DIEGO INTERNATIONAL AIRPORT CONSTRUCTION ALERT

It's Coming! Sign Up for Construction Alerts Before Terminal 2 Construction Starts in March

Get ready for an improved airport! Beginning in March, travelers to/from San Diego International Airport will notice construction activity in front of Terminal 2 related to The Green Build, the largest project in the airport's history.

To accommodate construction activity on the new dual-level roadway at Terminal 2, some parking will be temporarily relocated and the pedestrian bridges will be removed. Frequent shuttles will transport travelers from relocated parking areas to the terminals.

The Airport Authority has set up several ways to receive timely information about activity that could potentially impact travel time to the airport. To receive e-mail alerts, visit [www.san.org](http://www.san.org) and complete the online form. Or, you can follow the airport on Twitter (@SanDiegoAirport) or become a Facebook fan.

The Green Build will bring a number of long-awaited upgrades for passengers traveling in and out of San Diego International Airport. All travelers – whether visiting San Diego County on vacation, traveling on business or headed out of town on holiday – will reap the benefits of these improvements. Travelers can expect to take advantage of the finished facilities in 2013.

You can find additional information about The Green Build at [www.san.org](http://www.san.org), or call our construction hotline at (619) 400-2288 and someone will respond within one business day.

The Green Build Highlights:

- 10 new jet gates at Terminal 2
- A dual-level roadway at Terminal 2
- New, expanded dining and shopping options
- More comfortable waiting areas at the gates
- Increased number of security lanes
- Additional aircraft parking

# MEMBERSHIP INFORMATION

## MEMBERSHIP

The following applicants were recommended to the Board by the Membership Committee and will be approved for membership unless objections are received at the Rotary Office by March 8, 2010.

Bruce Knowlton  
Moss Adams LLP  
“Certified Public Accounting—Regional Firm”  
Sponsor: **Ed Kitrosser**

Jeff Fisher  
Cox Media  
“Communications—Broadband”  
Sponsor: **Phil Blair**

Scott Maichel  
Amcheck  
“Payroll Service”  
Sponsor: **John Van Deusen**

## MEMBERSHIP DATA

Members as of July 1 2009	535
New Members	+24
Resigned Members	-25
Deceased Members	-6
Members as of February 26, 2010	528
Honorary Members	25
Total Members	553

Resignations in February:  
Jennifer Perkins, Roger Bailey