

THE GOLDEN rotarian

LA JOLLA GOLDEN TRIANGLE ROTARY CLUB'S NEWSLETTER

AUGUST 17, 2018

www.lajollagrotary.org



BE THE INSPIRATION

RI President 2018-19
BARRY RASSIN

District 5340 Governor 2018-19
MEL GALLEGOS

LJGT Rotary President 2018-19
RICK BINDER

SPEAKERS AND EVENTS



AUGUST 2018 - SPEAKER

24.....Toni Griffin
President & CEO, Goodwill Industries

31.....Erin Parks
Eating Disorders: It's in the Brain!

SEPTEMBER 2018 - SPEAKER

07.....Ron Hutsel
River Foundation

14.....John Decker
How KPBS Uses Local Programming to Build Community



CHRIS MARSH

is a Managing Director at UBS Financial Services, responsible for the Wealth Management business across San Diego County: Rancho Bernardo, San Diego Downtown, Carmel Valley, and La Jolla branches.

CAPABILITIES TO IMPACT YOUR LIFE AND WEALTH

Chris has served in a variety of roles, across the US and International Wealth Management businesses, since joining the firm in 1999. Chris has worked with advisor teams serving clients in Asia Pacific, Switzerland, Germany, France, Monaco, UK and the United States. He has had the opportunity to work closely with advisor teams globally, create solutions for unique client situations using UBS's global resources.



UBS

**SAN DIEGO HUMAN TRAFFICKING
PREVENTION • COLLECTIVE**

EXPERIENCE TO GUIDE YOU FORWARD

Chris's prior experience, including roles in technology, business development, and as a professional business coach, have given him insights into helping businesses grow quickly – despite the uncertainty of financial markets. His experience has also proven valuable in supporting financial and estate planning across generations – a challenge many clients face. Chris's passion lies in helping to create solutions for clients, their families, and often their companies, endowments, or foundations. "I find it extremely rewarding to connect San Diego-based colleagues and clients with experts and solutions from around the world. The talent and wealth of experience from our 150-year tradition at UBS creates confidence among our team; when something is important to our clients, and is the right

thing to do, we can find a way to help them accomplish it."

PROFESSIONAL ACHIEVEMENTS AND EDUCATION

Prior to joining UBS, Chris worked with SNL Securities and Andersen Consulting in roles ranging from consulting to technology and sales. He holds FINRA Series 3, 7, 9, 10, and 66 securities licenses, as well as a California State Insurance License. Chris earned a Bachelor of Science degree in Finance and MIS at the University of Virginia.

OUTSIDE THE OFFICE

Chris and his wife, Malinda, have three sons: Sean Michael, Danny and Xavier. They enjoy participating in many cultural and philanthropic organizations throughout San Diego, as well as with Boy Scouts and many children's sports. —



AUGUST 2018
17.....Linda S-Wallis
24.....Mike Roberts

REPORT

from the last meeting



THE FOUR WAY TEST



OF THE THINGS WE
THINK, SAY OR DO

01 IS IT THE TRUTH?

02 IS IT FAIR TO ALL CONCERNED?

03 WILL IT BUILD GOODWILL AND BETTER FRIENDSHIPS?

04 WILL IT BE BENEFICIAL TO ALL CONCERNED?

HERBERT J. TAYLOR

Early into his presidency, **Rick Binder** has rolled well with the proverbial punches (i.e. musical rooms at the Marriot), as for the second week in a row our fearless leader has shined under “**The Most Dynamic Rotary Club in the World**” spotlight, leading a warm welcome of a fellow Rotarian **Joan Davies**. ... We were treated to a “Rotarian of the Day” twofer. First, **Jim Frost** led the club in a moment of silence for the first responders fighting the raging California fires. Despite initially forgetting to lead the group in the pledge, **Jim** quickly regained attention of the rowdy troop with an eloquent story of his family’s history in the U.S. His forefathers came to America in 1642 from Ipswich, England. Despite being orphaned and raised by different families, **Jim’s** great grandfather (a doctor in Peoria, KS) and great uncle (an industrialist in Chicago, IL) kept in close contact and eventually moved their families to San Diego 128 years ago. In 1898 and sight unseen, **Jim’s** great uncle bought 100 acres for an astronomical price of \$4 per acre (not a typo). **Frost Hardwood** was opened in 1911 and has been in family hands ever since. Although, **Jim** spends weekdays running Frost Hardware as its President, the weekends are spent in dive bars and coffee shops acting as the roadie supporting his musician wife. ... After technical difficulties from the previous week, last week’s ROTD **Ajay Asher** treated us to a visual presentation. **Ajay** hails from Moshi, Tanzania,

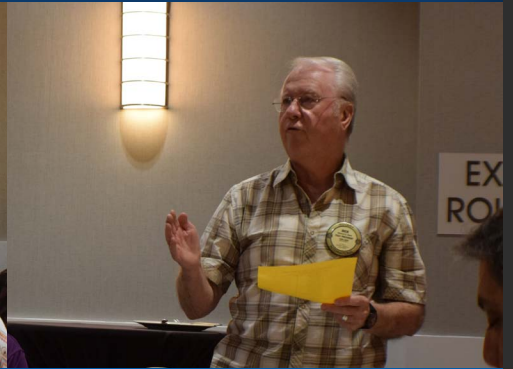
a mystical land in east Africa, where Mount Kilimanjaro serves as its backdrop. He, his wife and two daughters immigrated to the U.S. in 1988. Last year, **Ajay’s** wife, an elementary school teacher, was honored with the teacher of the year award. The family’s oldest daughter lives in London working for Google while the youngest is employed by JC Resorts in San Diego. In April, **Ajay** and his family traveled back to Tanzania for a wedding, reconnecting with old friends and meeting new ones. Later that month, they attended a traditional Indian wedding and in July spent time in NYC, visiting National September 11 Memorial & Museum. In case you were not aware, **Ajay owns a print shop and is responsible for the very well put together weekly newsletter we all receive** in our email boxes and at our breakfast tables on Friday mornings. ... After a short introduction of guests by **Ranjan Lahiri**, and announcements by **Rick Clark** (Pageant of the Masters on 8/18/18), **Kim Schafer** (upcoming District events), **Jacquie Reilly** (gift cards created by artists at the Oasis), **Alex Monroe** (presented **Joan Davies** with Paul Harris Fellow), **Kelly Price Noble** (caring for an aging population and women’s health expo), and **Father Wayne** (postponement of veterans center due to plumbing issues and ice cream social). ... **Rick Binder** introduced the speaker of the day **Jim Fitzpatrick**. **Jim** is a member of club 33 and is the owner of San Diego Magazine.

The story of the magazine is the evolution of a media company “over a long period of time”. Started by Ed Self in 1948 SD Magazine was the first city magazine in the country and in **October of this year will celebrate its 70th anniversary**. **Jim** acquired it from **Ed Self** in 1994 during an economic recession. Over the course of the next decade by strategically hiring the right people, he turned the fledgling publication around, expanded its circulation, advertising and grew its exposure. In 1995, SD Magazine may have been the first media company to launch a website initiating a media presence. In 2005, Curt Company, the owners’ of Robb Report gave **Jim** an offer he could not refuse. Fast forward to 2010, at the tail end of the Great Recession the buyers called back offering **Jim** to buy the magazine back, which he did at almost the same price he paid for it in 1994. In case you were wondering, **PRINT IS NOT DEAD**. In the past four years, print subscriptions have grown 43%. The magazine has 1,000 digital subscribers and 50,000 print subscribers. Perhaps **the secret to the magazine’s success** is its ability to shift with the changing times. There is an intentional focus on non-news, but rather lifestyle. The website **sandiegomagazine.com** gets over 250,000 visitors per month. There are almost 300,000 followers of its social media and there are 10 sponsored annual events.



PHOTOS

from the last meeting



La Jolla Golden Triangle ROTARY CLUB

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LJGT ROTARY LEADERSHIP 2018 - 2019

PRESIDENT Rick Binder
PRESIDENT ELECT (2019-20) Kimberly Schafer
PRESIDENT ELECT ELECT (2020-21)
TREASURER Sharon Council
SECRETARY Nancy Gatschet
PAST-PRESIDENT/FOUNDATION Alex Monroe



AUGUST 2018

24..... Irwin Rubenstein

31..... Beverly Fritschner

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Ellen A. Bryson, Realtor

Top 2% President's International Elite
#2 Realtor in the Del Mar Coldwell Banker Corporate Office
Consistently Top 50 Coldwell Banker San Diego / Temecula Valley
Voted 7 Star Award in Client Satisfaction San Diego Magazine



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ROTARIAN
OF THE DAY

Ellen Bryson is a native Californian, born in Hollywood, grew up in the San Fernando Valley “Valley Girl” and now has lived in San Diego for 40 years.

She is a graduate of the University of San Diego School of Nursing. Her first career was as a registered nurse working in the emergency room and recovery room. She then created a healthcare public relations / marketing firm with clients in both San Diego and Orange county.

A few years back, wishing she had something stylish to wear with a Rotary logo she became a Rotary International licensee creating a sportswear

line for men and woman. Her company grew to be one of the top U.S. licensees. She then sold it to All American in Chicago – the birthplace of Rotary!

This journey led to the perfect career for her – **REAL ESTATE**. Her marketing, public relations and sales experience have helped her be Presidents Circle consistently in the top 50 Coldwell Banker realtors in the San Diego / Temecula Valley. Her daughter **Wendy** who is a realtor joined her 4 years ago. They enjoy making their clients dreams come true!

Community Service is a very important part of **Ellen's** life. She was the 3rd woman to join

the LJGTRC where she then co-chaired the 3rd Cheers for Charity with Stu Brown, Chaired Community Service multiple times and has served on the LJGTRC board.

In 2003, the Salvation Army honored her as a “**Woman of Dedication**” for the volunteer time she has given to San Diego charities over the past 35 years. She is past president and currently is on the Boards of The Salvation Army, Sea Point Townhomes and Patrons of the Prado.

Ellen and her husband **T.K. Bryson** a retired cardiac Anesthesiologist live in Del Mar; they have three children and two grandchildren.