

THE GOLDEN rotarian

LA JOLLA GOLDEN TRIANGLE ROTARY CLUB'S NEWSLETTER

FEBRUARY 02, 2018

www.lajollagrotary.org



ROTARY:
MAKING A
DIFFERENCE

RI President 2017-18
IAN H.S. RISELEY

District 5340 Governor 2017-18
SCOTT C. CARR

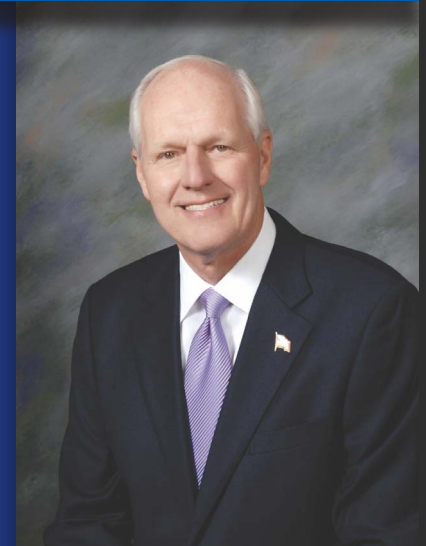
LJGT Rotary President 2017-18
ALEXANDER S. MONROE

HOW A SCRUBBY UNDEVELOPED MESA EVOLVED INTO SAN DIEGO'S 'SECOND DOWNTOWN' - the story of the Golden Triangle

ORGANIZATIONS COMMITTEES AND BOARDS

1. Past President, Transit Alliance for a Better North County
2. Member, Board of Advisers, U.S. Marine Corps, Historical Society
3. Member, Board of Directors, Southwest Water Solutions
4. Member & Past Chairman, San Diego Convention and Visitor's Bureau Board of Directors
5. Past Chairman, San Diego Land Use Committee, San Diego Association of Governments
6. Member Hi-Noon Rotary Club Carlsbad, California
7. Past President La Jolla Golden Triangle Rotary Club
8. Founder of Crime Stoppers and Past President
9. Member Mira Costa Bond Oversight Board of Directors
10. Member Tri-City Hospital Community Relations Board

Listed in Who's Who in the World; Listed in Who's Who in America; Listed in Who's Who in Finance and Industry; Listed in Who's Who in California; Listed in Who's Who in the West; Listed in Who's Who in Emerging Leaders, Listed in Who's Who in the Media and Communications.



TED OWEN

PRESIDENT and CEO
Carlsbad Chamber of Commerce

COMMUNITY SERVICE
THROUGH PROFESSIONAL



SPEAKERS AND EVENTS



FEBRUARY 2018 - SPEAKER

- 09.....Richard Marks
Wellness Tips for Goal Achievements
- 16.....Doug Wilson
The Tsunami of Wealth Transfer from Boomers to their
Adult Children: What Could Possibly Go Wrong?
- 23.....Elyse Matson
Speech Pathology in Medical Settings: Who do we treat and what do we do?



FEBRUARY 2017

02.....Janine Pack
09.....Nancy Gaschet
16.....Erik Mjoen

REPORT

from the last meeting



IN
JUNE



The Board of Directors and Trustees approved a new vision statement for Rotary:

Together, we see
a world where
people unite and
take action to
create lasting
change—across
the globe, in our
communities,
and in ourselves.



Long-time club member and Rotarian of the Day **Dory Beatrice** opened the meeting with a prayer that holds peculiar significance for more and more of us. “God grant me the Senility to forget the people I never liked, the Good Fortune to run into the people I do like, and the Eyesight to tell the difference.” For myself, I only hope I’m not driving at the time. This segued neatly to introducing an idea she and a few others in the club are exploring; to create a Village of Rotarians and Friends as a support network for successful aging and continuing growth. There are a growing number of Villages in the U.S. that support older people (e.g., Tierra Santa locally), but they are based around a physical community you move into. Can we, should we try to create a virtual Village based around the values we share as Rotarians? If we did, what would it look like and how would it work?

New Club Member **Moji Ebrahimi** and new applicant for membership **Mike** from the YMCA were welcomed to applause! Visiting Rotarians included members from New Mexico to India and a full complement of Rotoractors. A big Thank You! to **Jay Hatfield** and the Braille Institute for supporting our group meeting of La Jolla area Rotary Clubs last week.

We were reminded of the upcoming

Road Car Rally on March 10, the Camp Pendleton Work Project on March 17 and that the Pageant of Masters trip in August organized by **Rick Clark** now has a full bus of members (**Rick’s** credit card is on the line for the bus, so please send in your payment.) The Quintessential Festival (our biggest fundraiser) on April 28th needs more sponsors and we were each challenged to find a \$500 Bronze Sponsor.

High Fives included **Rick Clark** surviving a massed attack on his base exactly 50 years ago, which didn’t seem all that likely at the time, and **Brett Morey** anticipating 200 surfers for the upcoming One Wave Challenge.

A.J. MacQuarrie our Guest Speaker, a 29 year-old entrepreneur turned his business idea, KarmaBox Vending, from a \$20,000 dollar investment into a multimillion dollar business, and is turning the lessons he learned doing it into a book, The Million Dollar Pivot. His path to success began with exhilarating highs appearing on Dragon’s Den (the Canadian Version of Shark Tank with some of the same players) to present his business plan for what became KarmaBox Vending. He was expected to win funding by all his university professors and friends. Followed by crushing lows, not only failing to find a backer but having his great idea publically and

contemptuously dismissed -- the word cockroach was used. In his personal life, his partner passed away a few months later.

Moving forward again, he learned to; Embrace the Roller Coaster – there will be lots of ups and downs, love them and live them. Don’t Let the Dream Die, the more people you talk about your idea to the less likely you are to actually do it. Surround yourself with good people. Find Your Driving Force. Keep Calm and Roll with the Punches. He got a second chance on Dragon’s Den, won a \$100,000 in backing and turned it down, realizing he didn’t need it. Give Up What You Don’t Need. He gave up on college to follow this path, and gave up on his first business plan when he realized the Dragons had been right about the need for a proprietary element. Make Risk-Taking a Habit. He argues humorously that lots of parking tickets may be one sign of the entrepreneurial spirit. Be Delusionally Optimistic. No matter what, everything will be ok and work out. And last with a joke, Fake It ‘Til You Make It.

Altogether some useful lessons and thoughts, presented well. As one of our members said afterwards, he may have a great second career as a motivational speaker.





PHOTOS

from the last meeting



ANNOUNCEMENT



Congratulations to Scott Barton, Principal, The Preuss School UCSD
2018 Winner of the Hahn Visionary Award

Honored for his contributions to the quality of life in San Diego's Golden Triangle

The Hahn Visionary Award was created in 1993 to honor the late Ernest W. Hahn, a pioneer of the modern shopping mall. His San Diego-based company, the Hahn Co., opened Horton Plaza in 1985, when only 13,000 people lived downtown amidst porn shops and peep shows. While working on downtown redevelopment at Horton Plaza, **"Ernie" Hahn opened University Towne Centre in 1977** to capitalize on its proximity to UCSD. UTC was the first mixed-use town center in the country, and featured housing, an

ice skating rink and the Mingei International Museum. Without doubt, the late Ernie Hahn laid the foundation for the prosperity of the area now known as The Golden Triangle.

Our 2018 winner, **Scott Barton** has collaborated with our Rotary club since 1999 to advance our efforts in Youth Services. Preuss School UCSD offers children from low socio-economic areas around the city the opportunity to break free from poverty in a safe and nurturing environment. Through Scott's leadership as both Dean of Students and then as Principal/Director, he has changed the lives of many disadvantaged youth. At the same time, Preuss School has not wavered from its strict academic demands and goals. Scott Barton has been a driving force in making all of this happen. He is tireless in his efforts and constantly seeks to improve upon the highly successful program. **As Ernie Hahn built structures, Scott has built lives.**

La Jolla Golden Triangle ROTARY CLUB

Chartered - June, 1986 • La Jolla, California

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LJGT ROTARY LEADERSHIP 2017 - 2018

PRESIDENT	Alex Monroe
PRESIDENT ELECT (2018-19)	Rick Binder
PRESIDENT ELECT ELECT (2019-20)	
TREASURER	Sharon Council
SECRETARY	Beverly Fritschner
PAST-PRESIDENT/FOUNDATION	Antonio J. Grillo-López, MD



UPCOMING ROTD

FEBRUARY 2018

09..... Lori Bende
16..... Alex Kirkpatrick
23..... Moji Ebrahimi

MARCH 2018

02..... Louise Andres



KEVIN CARLSON



Kevin was born and raised in the Del Cerro area of San Diego, California. He grew up and worked with his father, John W. Carlson and his two brothers, Todd and Greg, in the family auto parts business, Sunbelt Distributing (wholesale) and Mr. Parts Auto Parts stores (retail). During their ten years of ownership, the business grew from an employment base of 60 individuals to over 1,200 and from annual sales of \$2.5 million to \$83 million. The business was sold in 1985. Prior to that, his father owed Auto Parts West (wholesale) and the Nelson Auto Parts store chain which was sold to Lucky Stories in 1971. Obviously, automobiles have always been of particular interest to the family.

Upon graduation from San Diego State University in 1982 with a B.S. in Business Administration/Accounting, Kevin joined the audit department of the local office of Price Waterhouse and later earned the title of Audit Senior. Kevin is a Certified Public Accountant and a member of the American Institute of C.P.A.'s.

In January 1987, Kevin and his brother Greg Carlson purchased a then struggling

business, Mission Chemical Company (established in 1939). Mission maintains a broad inventory of cleaning supplies including detergents, disinfectants, can liners, paper products, equipment and the like in its' 43,000 sq ft Miramar warehouse/showroom, as well as, a 5,000 sq. ft. location in Bishop, CA. The company purchased Cal-Chem Sales and moved their operations into the Miramar headquarters. The Abrasives division distributes abrasive blasting materials and equipment primarily used to clean, prep and/or debur fabricated products, parts, ships and buildings. Both companies now do business as Mission Janitorial & Abrasive Supplies.

Kevin, age 57, also enjoys water and snow skiing, mountain biking, scuba diving, motorcycling, golfing, weight lifting, softball, sailing, traveling and stamp collecting. He is currently a Board of Director of the SDSU Aztec Club, President of the Patrick Henry High School Alumni Association, Inc., a "Red Coat" on the Holiday Bowl committee, a graduate of the FBI Citizen's Academy and, a former board member of the La Jolla Golden Triangle Rotary Club and several HOA Boards, as well

as being active in other fund raising activities. He is also a member of the Greater San Diego Chamber of Commerce and International Sanitary Supply Association (Mission has been a member of both of these organizations for well over 75 years) as well as other business organizations.

Kevin resides in the Rancho Santa Fe, CA with his wife Candace (51); son Grant (21); and daughter Kylie (19). Candace is President and owner of Solutions In-Site. She and her team of associates help companies/groups plan their meetings and incentive programs of 10 or more individuals at locations worldwide.

Kevin J. Carlson, CPA President/CEO – Mission Janitorial & Abrasive Supplies

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