

THE GOLDEN rotarian

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LA JOLLA GOLDEN TRIANGLE ROTARY CLUB'S NEWSLETTER

JULY 14, 2017



**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



**5
top**

**SOCIAL MEDIA
SECURITY TIPS**



MELODIETAO

**SPEAKERS
AND EVENTS**



JULY 2017 - SPEAKER

21..... Jeff Seay
Write What You Know: Former NCIS Special Agent Turned International Thriller Writer

28..... Scott Carr
District Governor visit

AUGUST 2017 - SPEAKER

04..... Sandee Rugg
Human resources



Melodie Tao is a social media thought leader with over 13 years of marketing experience. She leads and runs her own company, Marketing Melodie, where she is a Marketing Consultant, Educator and Speaker.

Through her consulting and education services, Melodie helps businesses and entrepreneurs optimize their brand, and build social media communities to generate more revenue. After applying Melodie's strategies, her clients typically achieve significant increases in traffic, subscribers, leads and clients.

Melodie's background includes over five years of experience in print and radio advertising. She then transitioned into online marketing, and successfully managed campaigns that integrated SEO, PPC and Social Media.

Melodie also takes her knowledge and experience to the classroom and has served as a Marketing Professor at Platt College San Diego and National University, as well as a Guest Lecturer at UCLA, UCSB and The

Art Institute of California, San Diego.

As an International Speaker, Melodie has spoken at conferences, and hosted workshops nationally, in Asia and the Middle East.

Melodie combines her expertise in traditional marketing and digital media to develop fully integrated campaigns for her clients. Melodie has successfully created interactive campaigns and promotions for national brands, including AT&T, Microsoft, Ralphs/Kroger, Westfield Malls, Colgate Palmolive, AMC Theaters, Insect Shield, Verizon Wireless, NBC Universal and Credit.com.

On a personal note, Melodie is from sunny San Diego. She teaches and practices yoga, enjoys cooking, live music, has strong ties in her community, and enjoys discovering new things to do in her home town.

For more information on Melodie visit her website www.marketing-melodie.com and blog www.marketingmelodie.com/blog.

Melodie Tao



JULY 2017
14..... Kourtney Kennedy
21..... Gloria Harris
28..... Jennifer Schaffer

REPORT

from 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

JULY BIRTHDAYS

EMIDIO DEL CONTE 05

BEV FRITSCHNER 09

JO JO ITO-CADWELL 12

RICHARD TILLES..... 16

SHARON COUNCIL 21

DAVID CHONG 22

MARIN GRILLO 26

SHEILA HENRY 28

CYNTHIA VILLIS 30

The Baby President (32 years of age!) tolled us to order to officially begin Our Year of Having Fun! Enthusiasm filled the air, as **ROD Peggy Martin** expressed her gratitude for her triumphant return to The Most...! **Peggy** shared with us her very significant contributions as Project Manager in the Golden Triangle. She spoke of her passion for skiing, her gathered family, and her doggie, whose name I missed! **Peggy** has long been a favorite of this reporter, so **WELCOME, PEGGY!**

Is there any better feeling than being greeted by **Kourtney's** beautiful "check-in" smile on a Friday morning??

Liam from St. Paul's was introduced by **Father Wayne**, later to address our Community Service Committee.

Nick I, Nick II, and **Eric** from SDSU Rotaract, and two smiling UCSD reps were introduced, too.

We were honored to meet **Alex's Mom Maria, Dad Dan,** and little sister, apparently

named, "little sister", who were our guests on the event of their 33rd Wedding Anniversary!

I think **Louise** heckled somebody, somewhere, sometime...

Sandi introduced "Canuck II", **Dianne Day's** playmate **Pam**, who had a desire to be **Alex's** "first" Blue Badge, which she was! We discovered **Pam** already has an extensive Rotary resume, so **WELCOME, PAM!**

I. R.P. **Ian S. Riseby** was NOT fined for not being able to attend; **Steve Brown** picked up the ball and told us a little about this down-to-earth person with a huge job!

Rich "Dr. Dirt" jumped in whining something about his regrets at not being a doctor like all his friends, so his nickname has now been officially sanctioned!

In a wild moment, "Dr. Dirt" seriously considered fining **ALEX'S** well-coiffed **FATHER** for currently having the hair that **Rich ONCE HAD HIMSELF!**

Instead he fined **Mike S.** for forcing his lovely and often-retired spouse, **Susan**, to stand as he devoured concert food; **Ellen** for not buying him a margarita at "Escape from Margaritaville"!

The Baby President, after an artful costume change, led us in a reflective interlude during which we learned what to say, and not to say while trapped in an elevator with Kiwanians; we learned of **Alex's** favorite four brands, which subtly led us into our own discussion of Rotary's unique branding. A favorite thought was, "What are WE going to do, not just what we have done!"

With passion, **Gloria** spoke, **Eric** spoke, and **Rick** spoke, about their love of Rotary! The somehow **Alex** made music come out of nowhere, we played trivia together; what fun we shared, and the meeting was over too soon!

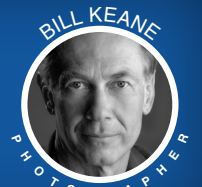
Yours, and grateful to be a member of you-know-what,
Dennis Norman Jacobs





PHOTOS

from the last meeting



La Jolla Golden Triangle ROTARY CLUB

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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

JULY 2017

21..... Pam Russell
28..... Janine Pack

ROTARIAN
OF THE DAY

Joel Candib and family



I was born in the Bronx, in New York City. I lived within walking distance of Yankee Stadium and could actually see the outside of the Stadium from my bedroom window. Naturally, I became a big Yankee fan growing up. My mom told me that when I was young I used to play in the neighborhood park with **Mickey Mantle's** son. Despite that, I grew up and never could hit a baseball. On my 7th birthday my family moved from the Bronx to an area in Queens called Rockaway Park. I lived there until college. Sadly, Rockaway was totally devastated by Hurricane Sandy a few years ago.

I attended a specialized science and math concentration High School called Brooklyn Technical High School. It was an all boys High

School with over 6,000 students. In my senior the sex barrier was broken open and they admitted TWO lucky girls. The highlight of my educational career was when I was in a class with **Arnold Schwarzenegger** at Santa Monica City College. I had the chance to teach him all there was to know about politics and being a State Governor. I'm sure that's why he is an actor again.

I am a CPA by training having earned my BS in accounting from SDSU in December of 1976. I developed a fairly large practice which I ultimately sold in 1991. A coincidence of good fortune led me to an introduction and in 1993, an ultimate career move to New York Life. One of the finest Life Insurance Companies in the world. I have now

been there over 24 years and still enjoy my career as a Financial Services Professional. I still keep my CPA License current and utilize that knowledge and experience to provide value added working with my clients to provide Business and Personal Insurance Planning.

I live in Scripps Ranch with my wife **Kris** and our two children. **Kris** has been teaching over 20 years at the Lexington Elementary School in El Cajon. She was awarded Teacher of the Year for her District in 2011. Our son **Alec** is 18 and starting at SDSU this fall with a full academic scholarship in the Weber Honors College. He is going to major in Cellular and Molecular Biology. Our daughter **Katie** is 14 and starting 9th grade at Scripps Ranch High School this fall.



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