

# THE GOLDEN rotarian

LA JOLLA GOLDEN TRIANGLE ROTARY CLUB'S NEWSLETTER

NOVEMBER 16, 2018

[www.lajollagtr Rotary.org](http://www.lajollagtr Rotary.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



### NOVEMBER 2018 - SPEAKER

23.....DARK  
Thanksgiving

30.....Mike Arms  
Helen Woodward

### DECEMBER 2018 - SPEAKER

07.....US Navy Capt. Mark Cedrun  
Topic



**GEORGEANNE  
IRVINE**

Director of Corporate Publishing  
SAN DIEGO ZOO GLOBAL

San Diego native Georgeanne Irvine has devoted four decades of her career to raising awareness about animals and wildlife conservation. She is currently the director of corporate publishing for San Diego Zoo Global, which includes writing books and overseeing a new publishing division, San Diego Zoo Global Press. In the 40 years that "George" has worked for the Zoo, she has also held positions in the public relations and fundraising departments.

A journalism degree from San Diego State University paved the way for George's writing career. She is the author of nearly 25 children's books about animals, including three titles for the Zoo's new Hope and Inspiration series, which debuted this summer. These books feature true tales about specific animals that overcame challenges in their lives: Karen, a baby orangutan, who survived open-heart surgery; a friendly

flamingo named Floyd; and the friendship between Ruuxa the cheetah and Raina, a Rhodesian ridgeback.

George is also the author of hundreds of magazine, newspaper, and web articles, many of which are illustrated with her photographs.

George's passions are travel, photography, conservation, storytelling, Broadway musicals, and, of course, animals. Her worldwide adventures have taken her to some of the wildest places on Earth—from the jungles of Borneo and South America to the mountains of China and the glaciers of Alaska as well as the savannas of Africa and the Outback of Australia. She regularly leads tours for San Diego Zoo Global—her next trip is an around-the-world private jet expedition in January 2019—and she is often an enrichment lecturer for Silversea Cruise Lines.



**SAN DIEGO ZOO  
GLOBAL.**



**NOVEMBER** 2018  
16..... Kourtney Kennedy  
23..... DARK  
30..... Jim Frost  
**DECEMBER** 2018  
07..... Jennifer Schaffer

# 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

The meeting was chaired today by P-E Kim Schafer, who did a MAHVELOUS job!

Rotarian of the Day was our dear friend Dianne Day. She was one of the first women to join the club (this was greeted with cheers and applause), along with Jan Percival, Ellen Bryson and others. She has a long and successful history of fundraising, both with Rotary and in her job. In Rotary, she recalled the early days of BBQ's out on the lawn at the Salk Institute, dunking Steve Brown and raising a few bucks for the club, which was a lot in those days. We've come a long way since then!

Dianne has devoted most of her life to philanthropy. At her job at the Salk Institute for Biological Studies, she went on to become the Vice President of Development for many years. At this wonderful job she met Jonas Salk and other brilliant scientists, movie stars and royals, and it was a very fulfilling career. She is now retired.

Dianne then continued onto Veterans Day coming up, and the importance of honoring those who are willing to give their lives to keep us safe. It is a day to feel grateful for peace.

P-E Kim picked up with announcements. We will be dark on Nov. 23. Dec. 14 will be a

breakfast meeting at the Marriott; 12/15 is the holiday party, then we are dark the next 2 weeks.

In other announcements, it was mentioned that the brother of Jim Davies recently passed away, and Jim was there with him. Will Moore introduced his guest, Christina Nowacki, a neighbor, who is well on her way to becoming a new member of LJGT. Will told her we're "the GOOD club." Welcome, Christina. Brett Morey introduced Neil Christiansen, E.D. of Give and Surf in Panama. It is a non-profit that educates kids along with surfing lessons.

Will Moore announced that he will run for City Council, District 1.

Michael McQuary announced that he won the race for the School Board. Congrats to both!

Frank McGrath announced that he will not run for office, and paid \$5 to do this (or NOT do this.)

UCSD Rotaractors Bradley and Eden invited us to participate in mentoring a Rotaractor.

Mike Bardin recently returned from Evanston where he was officially anointed a member of the Arch Klumpf Society (for donating mega-bucks!). He plans to focus on his passion for peace through Rotary. He also reported that RI is updating the key areas of focus, which is emerging from their "Visioning" committee, of which our Steve Brown was a member.

Mike says The Rotary Foundation is in excellent financial shape. They hold our district in high regard, and we are seen as strong supporters of the Foundation.

Denny Jacobs was dinged for smiling too much. We almost fined Dennis Bucko for the same thing, but held back.

Finally—onto our Speaker: Alex Mazloom, Founder and Director of Mind Treasures, a program that teaches financial literacy to kids, elementary and up, along with values and ethics. Kids learn not only how to make money but to keep their money. He also teaches the personal characteristics of how to balance making money, control your desires for superfluous things, and be happy. He noted that in San Diego clothing and shelter are optional, but we have other necessities to handle. He teaches kids how to set goals and take the steps to reach them. He includes spirituality, but not of any particular religion—how to align the material and spiritual. As he asked us questions, and waited for the answers, he frequently noted that "we have lots of work to do." This program is funded by foundations, banks, SDG&E and others. It is spreading around the globe.





# PHOTOS

from the last meeting



# La Jolla Golden Triangle ROTARY CLUB

Chartered - June, 1986 • La Jolla, California

P.O. Box 13023  
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www.LaJollaGTRotary.org

## 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



### NOVEMBER 2018

23..... DARK  
30..... Open

### DECEMBER 2018

07..... Eric Freeberg  
14..... The Cogs  
21..... DARK  
28..... DARK

ROTARIAN  
OF THE DAY

# William Busch

William K. Busch, CFP  
Busch Financial & Insurance Services  
Kala Publishing / The Money Ride

A native Southern Californian, I grew up in Orange County during the "Leave it to Beaver" era of the 50's and 60's. My boyhood was largely spent playing sports, body surfing and fishing. At age 10-12 I was a water boy for Santa Ana Junior College and that connection later led to a 3-season stint as the batboy for the California Angels. While working for the Angels, I enjoyed my "15 minutes of fame" as the American League batboy for the 1967 All-Star game.

In 1981, I stalked, courted and married a beautiful, bright, free spirit PSA flight attendant who has become my best friend and life partner, Diane, a.k.a. "The Bee Lady". Shortly thereafter came Josef and not long thereafter came Julia. Josef, the car buff in the family, is married and lives in Los Angeles. Julia, the scientist in the family, is married, is on the brink of a

PhD in Biology at Scripps Institute of Oceanography. This year, Diane and I celebrated our 37th anniversary and I continue to challenge her patience daily! I am infamous in my family for dumb jokes and puns.

I graduated from San Diego State in 1972 with a degree in Business and Journalism and played baseball. I enjoyed a brief seven-year career as a high school teacher and coach including a two-year stint in Australia. I then spent 12 months and \$3800 backpacking through 10 countries in Australasia. I 1982, I was effectively legislated out of a career when California lead the nation by eliminating business subjects from the high school core curriculum. I then transitioned to financial planning.

I am a Certified Financial Planner® and have been in practice for 37 years. I currently focus exclusively on life insurance planning. My background in comprehensive planning enables me to help clients acquire the right

amount, type and positioning of protection for family, retirement, business and estate planning needs.

In 2009 I self-published The Money Ride, a self-help guide based a metaphor approach to the fundamentals of money. I am very proud of the fact that over forty TRIO student outreach programs nationally from Buffalo to San Diego are using the book for their financial literacy offerings. Last year, I launched an online Financial Literacy course which is based on the book. I am also in the final stages of publishing a Spanish version of the book. The Money Ride is also the exclusive financial literacy reference in the library of Tonga!

In my spare time I enjoy September camping with Diane in our VW Westfalia, golf, fishing, writing, photography, building stuff in my garage shop, coaching basketball and serving as the official "honey-do drone" to "The Bee Lady".