

THE GOLDEN rotarian

LA JOLLA GOLDEN TRIANGLE ROTARY CLUB'S NEWSLETTER

NOVEMBER 30, 2018

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



DECEMBER 2018 - SPEAKER

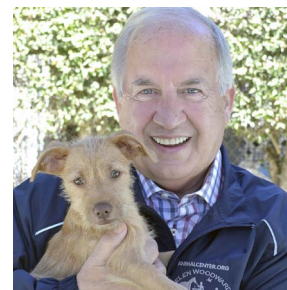
07..... US Navy Capt. Mark Cedrun

14..... California Cogs

21..... **DARK**
Holidays

28..... **DARK**
Holidays

HELEN WOODWARD MICHAEL ARMS



Michael Arms is a pioneer in the animal welfare industry. He is recognized worldwide as the creator of both the International Pet Adopt-a-thon and Home 4 the Holidays adoption campaigns, as well as the Remember Me Thursday adoption awareness campaign. Mike is credited in the last 40 years with saving the lives of millions of orphan animals.

A life altering experience while at the ASPCA in the late sixties defined Mike and has benefited orphan animals to this day. After handing in his resignation and with only six days left, Mike had to fill in on a call for a dog hit by a car. Upon his arrival he saw a dog that had been hit with such force that his back was broken. Three men came out of a nearby doorway and told Mike that he wasn't taking the dog anywhere: they were taking bets on how long it was going to live. Mike bent to lift the injured puppy into the ambulance anyway, so the men attacked Mike with a bottle, a baseball bat and a knife. The little dog that should not have been able to move crawled to Mike's side to lick him to consciousness. It was a true epiphany for Arms who asked God: "Let me live, and I promise you, I will do everything in my lifetime to protect them." Mike has remained true to his word since then.

Following his position with the ASPCA,

and 20 years at North Shore Animal League, Mike worked as an adoptions consultant on a national and international scale until he accepted the position of President of Helen Woodward Animal Center (the "Center") in 1999.

Under Mike's guidance, the Center's programs began to grow and evolve. The Adoptions team quickly doubled, then tripled the number of pet adoptions each month, and have continually grown, reaching record-breaking numbers in the past few years. The Education program has set records for the number of youngsters that are receiving humane education, rising from fewer than 4,000 to over 15,000 per year. The Business of Saving Lives workshops, created by Mike and taught by the Center's team leaders, teach participants more effective ways to find families for orphan pets, as well as how to raise money to support their dreams, including the use of public relations and social media to brand their businesses. Overall, these workshops and conferences teach the successful running of a non-profit organization using business principles to enhance the lives of more pets and people. More than 600 organizations from over 40 states and 20 countries have been represented at these workshops since 2002, attended by over 1,800 people. Over 14,000 people have

attended speaking engagements by Mike worldwide whether at a conference, a corporate event, an organization assessment or as the keynote presenter. The Home 4 the Holidays campaign now includes over 4,100 organization participants in over 23 countries who have jointly adopted out over 12 million pets since 1999.

Most recently, Mike created the extremely moving Remember Me Thursday global awareness campaign, which encourages individuals to light a candle (literally or virtually), and help promote awareness by sharing our message in their network on the fourth Thursday of September, every year, and to "opt to adopt," with the hope of reducing the millions of orphan pets euthanized each year. Grass roots programs and events sprung up around the world, in countries such as: Japan, Puerto Rico, Australia, the United Kingdom, Spain and many more. In 2015, the third annual campaign resulted in 253 million social media impressions, over 13,000 tweets and trended on both Facebook and Instagram across over 100 countries!

Mike Arms. Just one more reason why Helen Woodward Animal Center is known around the globe as, "The Animal Center of the Future!"



NOVEMBER 2018
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

Our president, Rick Binder, resumed his place at the podium and was back in action for the pre-Thanksgiving meeting.

Our Rotarian of the Day was William K. Busch, certified financial planner and author. After a quick, not so discreet costume change into his American League jersey, Bill presented us with a tour of his life's travels and adventures. Bill told us the story of his life and his "15 minutes of fame" as the American League batboy for the 1967 All-Star game. Remarkably, the jersey he wore still fits, something that he credits to staying active all through his life.

Bill showed us photos that he took during his travels, including photos of his time teaching in Australia. He showcased his Volkswagen Vanagon Westphalia, which he and his wife use to travel and see the sights, including a recent trip to Yosemite National Park.

Bill is also the proud author of The Money Ride, a self-published guide to the fundamentals of money. One of the key principles that Bill highlighted is following a budget, which he credits as having allowed him the freedom to enjoy his life and his many adventures. The Money Ride

is used by a number of student outreach programs throughout the country to teach financial literacy. He is also working on publishing a Spanish version of the book.

Under threat of financial penalty for going over time, Bill quickly wrapped up his presentation, but we don't think the overage charges broke his budget.

Rick Binder followed up with announcements, including a reminder that on December 14th the California COGS will be performing for us. Our annual Holiday Party is on December 15 and we are dark the next two weeks.

Former-president Alex Monroe graced us with his once a year Turkey tie and reminded us of our goal for 100% contribution participation for the Rotary Foundation. Those who had not contributed were going to get an email reminder from Alex. It is unclear if you might get put on Santa's naughty list, but Alex seems to be well connected.

Club visitors and visiting Rotarians were announced, including two members of the Torrey Pines Rotary Club, who invited us to an upcoming meeting in which a member of

the Tuskegee Airmen will be the speaker. UCSD Rotoractor Bradley also reminded us to sign up for their mentoring program, which has been a successful partnership between our club and the UCSD Rotoractors.

Our speaker was Georgeanne ("George") Irvine, Director of Corporate Publishing for San Diego Zoo Global. George gave us insight into the work that the San Diego Zoo is doing as one of the leading zoos and conservation organizations. The zoo has a number of new exhibitions and new additions, including a new Baird's Tapir calf. Those who want to see the new calf and other animals can watch them play and grow on a number of webcams that the Zoo has on offer. George also highlighted her experience as an author, including the recent creation of three new children's books that teach about animals at the zoo that have overcome challenges. The three new books are about Karen, an orangutan who survived heart surgery, Floyd, a flamingo who never gave up, and the enduring friendship of Ruxxa and Raina.

We hope you had a wonderful Thanksgiving with your friends and family.



PHOTOS

from the last meeting



La Jolla Golden Triangle ROTARY CLUB

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P.O. Box 13023
La Jolla, CA 92039
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



DECEMBER 2018

07.....Rick Clark
14.....The California Cogs
21.....DARK
28.....DARK

JANUARY 2018

01.....Tony Grillo

ROTARIAN
OF THE DAY

I was born in England and came to America when I was 7. I lived most of my life in New York, where I went to school and received a Ph.D. in Psychology.

I worked for the State of NY in various administrative capacities and became the Director of a State Psychiatric Hospital for 3 years. It was there that I learned firsthand the suffering caused by mental illness to both patients and their families.

I left to become the Deputy Commissioner and later Commissioner of Mental Health for Westchester County, NY. I oversaw services for people with Mental Illness, Alcohol Substance Abuse, or Mental Retardation diagnoses. One of my particular interests there was expanding services and housing for the homeless population in the county.

By chance, I saw an ad for a similar job, the Director of Behavioral Health Services, in San



JENNIFER
SCHAFER

Diego County. Since one of my 2 sons and his family lived here, I thought it would be a good opportunity. With the encouragement of Hal, my love of 30 years, I was hired. It was a wonderful opportunity to be close to my grandchildren, start a new life and make new friends.

I am now retired and enjoy travelling, Rotary, and the community we have grown to love.