

THE GOLDEN rotarian

www.lajollagrotary.org



LA JOLLA GOLDEN TRIANGLE ROTARY CLUB'S NEWSLETTER

MARCH 8 2024



RI President 2023-24
GORDON MCINALLY

District 5340 Governor 2023-24
DON FIPPS

LJGT Rotary President 2023-24
CHRISTY WHITE BROOK

AOS MEETINGS AND SOCIAL EVENTS

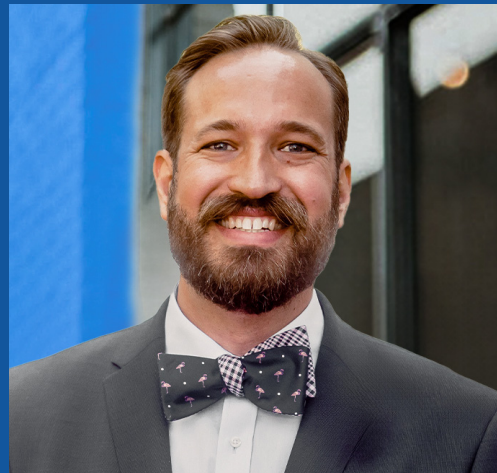
1st Friday of the Month.....Community Services Committee
(follows club meeting)

3rd Friday of the Month..... Youth Services Committee
(follows club meeting)

4th Friday of the Month.....Peace Committee
(follows club meeting)



TIM PRÜSENER



LOST IN THE SHADOWS: UNRAVELING THE COSTLY MYSTERY OF UNTRACKED MARKETING

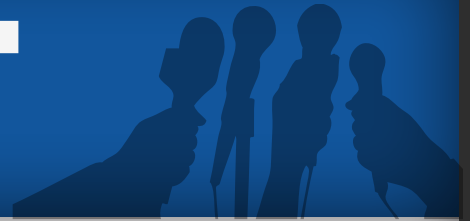
As John Wanamaker famously said, “Half the money I spend on advertising is wasted; the trouble is I don’t know which half.” Despite being uttered more than a century ago, this sentiment continues to plague countless marketing agencies and business owners. In this exploration, I will address the enduring tracking challenges within sales funnels. I’ll provide straightforward strategies and user-friendly tools that harness today’s technology to finally solve this age-old problem. These solutions will not only guide and measure the success of your marketing endeavors but also offer a clear understanding of the origin of every revenue dollar.

Meet Tim Prüsener, the visionary Co-Founder of the iCatch Group and winner of Yelp’s agency of the year award. Armed with a Master of Science in Business Administration and an MBA, Tim’s academic skill is complemented by a bachelor’s degree in corporate finance. With an extensive background in consulting and finance, his wealth of experience culminates in a unique skill set that ensures the timely and budget-conscious delivery of campaigns, all while being meticulously crafted for a positive ROI.



REPORT

from the last meeting



UPCOMING SPEAKERS



2024

MARCH - SPEAKER

- 15.....LJGTRC Financial Members
Panel of Club Members
in the financial industry
- 22.....Sophie Williams
Pointeworks - Arts & Culture
in San Diego
- 29.....Toastmasters
The Power of Public Speaker

APRIL - SPEAKER

- 5.....Divya Kakaiya
Healthy Within
- 12.....George Haligowski
The Valle de Guadalupe:
the new darling of the wine world
- 19.....Stephen Tako,
Mike McQuary, Sarah Saluta
The Confident Life Antibullying Program
- 26.....Steve and Lisa
The Waves Project

President Christy opened the meeting at 7:30, welcoming members and guest to the La Jolla Golden Triangle Rotary Club, who responded, *"The Most Dynamic Rotary Club in the World."*

Rotarian of the Day **Carolyn Fritz** was welcomed to the podium with applause. Carolyn began with an inspirational message from Winston Churchill. She loved growing up in Minnesota, where every Summer she enjoyed canoeing in the Northern Waters and encountering eagles, deer, and the occasional bear.

As a graduate Mechanical Engineer, her work brought her to San Diego, where she raised her children. She recently adopted a golden retriever. She mentioned that her father, whom she talks to daily, has turned 100, lives in his own apartment, walks daily, and cooks his own meals. What good genes she has inherited!

Carolyn has been a member of our Club for a year and a half and enjoys working with Cochair **Michael Slentz** on environmental projects. She reminded us that she has organized a Rotary project for March 23rd from 9 – 12 to clean up the San Elijo Lagoon, removing invasive species and planting native vegetation. We were encouraged to sign up with the sheet on the table.

Bonnie Aurora, who had just returned from a trip to India, introduced our guests including **Philip Theron**, who just joined. Everyone clapped to welcome our newest member.

We had lots of Rotaractors with us from UCSD and SDSU. Joining us on ZOOM were **Peggy Martin, Michael McQuary**, and several others.

President Christy did her traditional mugging by giving a LJGTRC mug to our Peace Committee Cochair **Janine Pack**.

Steve Brown gave special recognition to **Jan Bernardy** and **Christy White Brook**, who are multiple Paul Harris Donors to the

Rotary Foundation. He also announced that we have a new Rotary Peace Scholar coming to San Diego from the country of Georgia. **Cynthia Villis** and **Jan Percival-Lipscomb** will mentor this journalism student.

Steve shared with us that **Cynthia Villis** had been selected as Peacemaker of the Year by the San Diego Downtown Breakfast Rotary Club. Congratulations Cynthia! **Marty Rosenstein** introduced our Student of the Month, **Leslie Morales**, her mother Yolanda, and her older sister. Also, from Preuss, he introduced Shani, the College and Career Counselor and Dave Weber, Lesli's Faculty Advisor. Leslie spoke of the challenges her family faced when her parents separated. In the absence of her father, they had no electricity in the home, and they had to rely on their neighbors for help.

Leslie confided in her teachers for support. With her big sister, she founded the Cesar Chavez Club, where they helped first and second graders in the neighborhood as mentors.

Marty indicated that Leslie was a model for others. He shared with her a Student of the Month Certificate which he will present to her in her advisory class with her peers.

He also mentioned that at the end of school year she will join with the other students of the month to be selected for college scholarships.

Announcements followed. **Garry Kachkovsky** encouraged everyone to attend the LJGTRC wine fundraiser on April 26 at the Faculty Club. A guitarist will be playing, food will be served, and liquids beyond wine will be available. He is soliciting art objects and experiential events for the auction.

Stephen Tako announced the Pathways to Peace dance event for the March 22 meeting, where **Fary** will make a Pillars of Peace presentation. We will expect 12-15

extra guests at that meeting.

Linda Wallis stressed the need for everyone attending any meeting to send her an RSVP to ensure the availability of breakfast for all. **Tse Samson** announce a (no-charge) wine tasting downtown on March 16 at 3 PM. He says it is "Sign up and show up."

Lori Bende, whose daughter **Asher** will be performing at the Rotary Music event in Coronado, introduced our speaker. He was Lt. Commander (Ret.) **Andy Hill**, a docent from the aircraft carrier USS Midway Museum. Not only is the Midway the most popular museum in San Diego, it is the fifth most popular of any of the 35,000 museums of any type in the USA. The Midway is considered a city when, at sea, it has 4,500 sailors aboard. They have their own TV station and barber shop on board as well as their own Chaplin. In addition to participating in innumerable military dog fights, the Midway participated in humanitarian action. They evacuated 3,000 civilians from Saigon. In June 1991 with the eruption of Fiery Vigil in the Philippines, the largest volcanic eruption in the 20th century, the Midway moved American civilians and their pets to Cebu. Over 1 million visitors come from all over the world to visit the Midway every year. The visits include retirement and memorial ceremonies for servicemen. In addition, there is a massive education program to teach adults and children skills that add value to their lives. They have a new exhibit on how to fight fire with danger involved, opening in June. Prevention and maintenance are emphasized.

To conclude our program, **President Christy** shared an AI story she composed honoring the Midway.

~Reporter

Kathleen Roche Tansey



PHOTOS FROM LAST MEETING

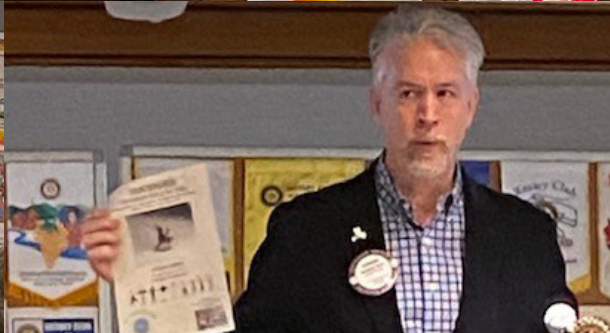
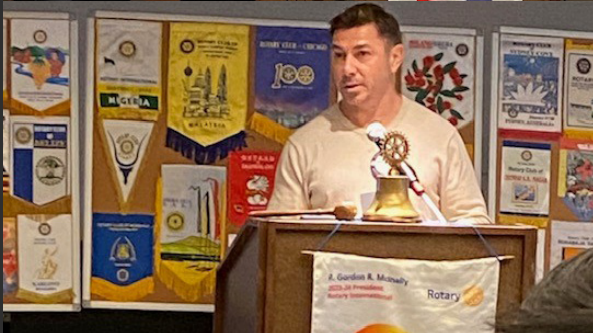
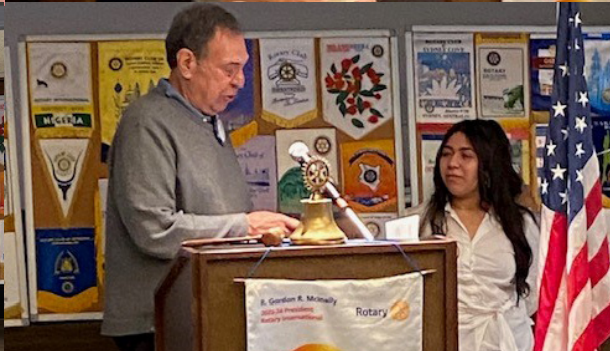


HELLO!
New Members!



DOUGLAS CRAMER

I am the owner of San Diego Solar brokers & roofing contractors, I have been in solar and roofing for over 15 years. I am married to Cheryl Rattner-Price. I have 2 son's Jason 35 and Joshua 31. I am at my best when I am helping others I know that I will continue that in Rotary.



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

La Jolla Golden Triangle
ROTARY CLUB
 Chartered - June, 1986 • La Jolla, California

P.O. Box 13023
 La Jolla, CA 92039
 www.LaJollaGTRotary.org

LJGT ROTARY LEADERSHIP 2023 - 2024

- PRESIDENTChristy White Brook
 VICE PRESIDENT Linda Stouffer Wallis
 PRESIDENT ELECT (2024-25) Luke Ervin
 PRESIDENT ELECT ELECT (2025-26)David Chong
 TREASURER Sharon Council
 SECRETARY Ranjan Lahiri



MARCH 2024

- March 15 - Financial Panel
- March 22 - Krishna Arora
- March 29 - Ellen Bryson

APRIL 2024

- April 5 - Rich Papike



ROTARIAN
 OF THE DAY

DR. DENNIS BUCKO

Carroll Dennis Bucko was born December 19th, 1941, in West Springfield, Massachusetts and was educated in the public-school system. In high school Dennis was Class President and participated in soccer, track and the marching band and played trumpet in a Dixieland band. Dennis received his B.A. in Chemistry from American International College and his M.D. degree in 1967 from the University of Vermont. Dennis also met and married Sally Clerkin while he was a medical student in Burlington and they have three children (Dan, Wendy and Sarah) and seven grandchildren.

After a year at Rhode Island Hospital/Brown University as an intern in Surgery, Dennis served as a Lieutenant Commander in the Public Health Service stationed in Alaska for two very cold but exciting and rewarding years. After a four-year General Surgery residency at the University of Utah, and a two-year Plastic Surgery residency at the University of Michigan, he was Board Certified in Plastic Surgery in 1977 and stayed on at the University of Michigan for five years as Assistant Professor of Plastic Surgery while maintaining a part-time private practice with the chairman of the U of M Section of Plastic Surgery.

In 1981 the Bucko family moved from the “rust belt” to the “sun belt” in La Jolla. Dennis started his own private plastic surgery practice, after spending three years at Scripps Clinic developing their satellite plastic surgery program. Dr. Bucko is a retired clinical Assistant Professor of Plastic Surgery at UCSD. He has also volunteered on cleft palate teams in the United States and Mexico, as the leader of Southwest Medical Teams program in Oaxaca, Mexico in 1992, and as a surgeon and Board Member on the Rotary connected Mercy Outreach Surgical Teams trips to Mexico for over twenty years.

Dennis joined LJGT Rotary in 1987 and has been a long-time member and past Chairman of the International Service Committee and served on the LJGT Rotary Board in 1997 - 1998 and in 2023-2024..

Dennis retired from practice in March 2020 and he and Sally enjoyed traveling in their Motor Home for two years and he has taken up tennis and plans to continue until they run out of joint replacement prostheses.

Dennis has also left surgical liposculpture to become more and more serious over the years as a sculptor after his apprenticeship with the late A. Wasil, and he has displayed a bronze piece in the La Jolla Contemporary Art Gallery. He has also built a sculpture studio at his home and his most recent work-in-progress is a commission of the “Virgin of Guadalupe”, in one half scale, (3 feet) to be placed in the Mercy Hospital Clinic lobby when completed.

In his leisure time, Dennis, (AKA, “Dr Harp”) also especially enjoys playing guitar and harmonica (especially blues style) in the California Cogs Band, The Chane Gang Blues Band, and at local jam sessions.

